Sales Meetings

CONVENTIONS · EXPOSITIONS · TRADE SHOWS

IN THIS ISSUE

Complete Facility And Rate Guide To Hotels for Meeting Planners

CONVENTION HOTEL BLUE BOOK

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Page 10-A

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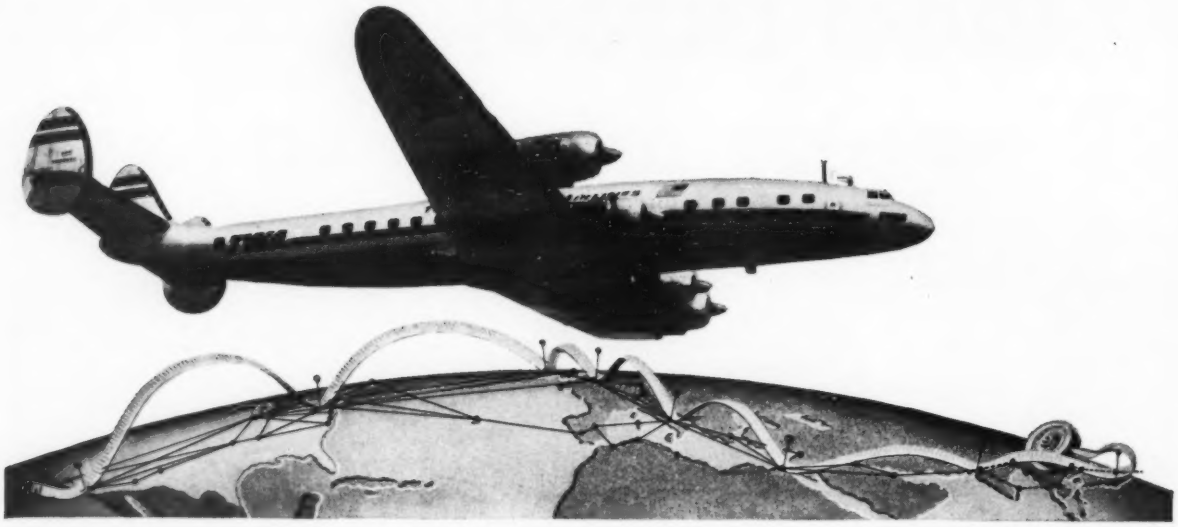
PART II OF TWO PARTS

APRIL 15, 1954

Perfect combination for business meetings and conventions anywhere!



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- **Maximum economy** with TWA's thrifty Sky Tourist service across the U.S.A. and overseas. For maximum luxury choose TWA's world-famous "Ambassador" flights.
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American Bankers Association
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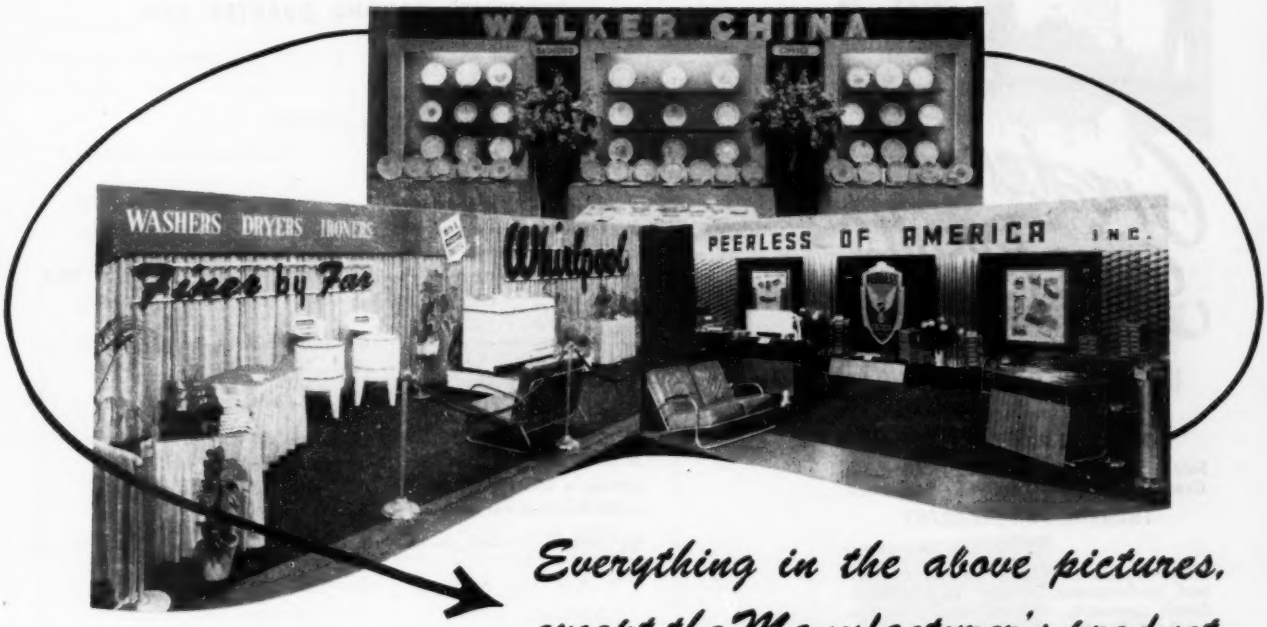
Exhibitors have discovered that attractive and effective exhibits are created by combining rigid display pieces with standard rental draperies and furnishings



Everything in the above pictures, except the Manufacturer's product, is American's rental properties.

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- No high cost of specially built exhibits.
- No shipping expense of heavy bulky cases.
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- No waiting for empty crates at closing time.

You Will:

- Find your exhibit set up and ready to go when you arrive; and you—fresh to tackle your sales problems.
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- Walk away to your hotel when the show closes with a pocket full of prospects, good will, and no packing to do.

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Sales Meetings

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By John T. Fosdick, Research Editor 13-A

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How to Conduct Problem-Solving Clinics
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Personal sales problems of each man in the field can be handled to his satisfaction at a general meeting with advanced planning and this clinic device.

By Richard Beckhard, Consulting Editor 16-A

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By Johns H. Harrington 20-A

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By Leslie Levi, President, Ivel Construction Corp. 25-A

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Four Reasons for Exhibiting at Fairs

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By C. W. Meade, Manager, Exhibits and Displays, Hotpoint Co. 29-A

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SPECIAL SECTION

CONVENTION HOTEL BLUE BOOK

In this issue, **Sales Meetings** presents—for the first time anywhere—a complete directory of hotels that cater to sales meetings and conventions. **Convention Hotel Blue Book,** inserted between pages 8-A and 9-A of this issue, has been designed to aid meeting planners to select meeting sites that offer facilities required for their events.

In addition to facilities data and rates for hotels in United States, Canada, Cuba, Bermuda, Mexico, Bahama Islands and Puerto Rico, **Convention Hotel Blue Book** lists facilities data and rental fees for major auditoriums and transportation lines—both rail and air—that serve convention sites.

Retain this issue of **Sales Meetings** as a permanent guide to hotels and auditoriums that serve the needs of meeting planners.

Convention Hotel Blue Book is completely indexed both geographically and by hotel name to facilitate selection of meeting sites. Refer to these indexes in **Convention Hotel Blue Book** to find meeting sites in a particular area or to review facilities data and rates for particular area or to review facilities data and rates for particular hotels or auditoriums:

Geographic Index to Cities 2
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NOTE: Convention Hotel Blue Book is inserted between pages 8-A and 9-A of this issue of SALES MEETINGS. Feature Section begins on page 10-A following *Convention Hotel Blue Book.*

Does
SALES MANAGER TO BRANCH MANAGER
Your
BRANCH MANAGER TO SALES REPRESENTATIVE
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Survive
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RETAILER TO PUBLIC
Trip?
IF NOT...
perhaps you can use our help.
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No expensive crating problems when you move trade show displays and equipment by Allied. Nationwide storage facilities permit hold overs, saves transportation costs to home office for re-shipment.

Prompt pick-up and delivery assured by over 2200 vans. Special attention to your individual needs. Agents from coast to coast—see classified telephone directory. General Offices, Broadview, Illinois.

PART TWO **Sales Management**

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BUSINESS MANAGER
Paul Lightman

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ASS'T. TO THE EDITOR .... Eileen Kessler
RESEARCH EDITOR ..... John T. Fosdick
CONSULTING EDITOR .. Richard Beckhard
READERS' SERVICE BUREAU .. Helen Cope

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Philip Harrison Paul Lightman

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LExington 2-1760
Randy Brown, Jr.

CHICAGO 1, ILL.
333 N. Michigan Avenue
STate 2-1266
Thomas S. Turner

SANTA BARBARA, CALIF.
15 East de la Guerra
Santa Barbara 2-3612
Warwick S. Carpenter

SALES MEETINGS is issued quarterly on January 1, April 1, July 1 and October 1 as Part Two of SALES MANAGEMENT. All mail for SALES MEETINGS should be directed to Philadelphia office.

Second Quarter
April 15, 1954

EDITOR'S NOTES

Where Should We Meet

As you thumb through *Convention Hotel Blue Book,* included in this issue, you'll probably get the same impression our staff did upon compiling the data. It is amazing how many fine hotels there are in the country about which we had known nothing until we undertook the *Blue Book.*

Just because there are so many exceptional meeting sites that have not been considered by meeting planners, and because finding suitable facilities for meetings can be a time-consuming job, we have attempted in this *Blue Book* to present as much fact as is available on over 700 leading meeting sites.

Costs: Peanuts

"How to Attract More Prospects to Your Booth," is a new booklet, produced by Clapp & Poliak, Inc., exposition management, New York City. Thesis of this valuable little guide is that you can build greater attendance in your exhibit booth with procedures that "will cost almost nothing in time, money or effort."

"One key to the conversion of a man in the aisle into a prospect," says Clapp & Poliak, "is to induce him to want to see your booth *before* he steps out to see the show." The booklet then outlines eight separate steps that any exhibitor may follow to stimulate interest in his exhibit. Each step is explained and a check list of things to do is included in the back of the book.

Filled with inexpensive promotion ideas to stimulate interest in your exhibit, this 12-page booklet can be a handy guide for the seasoned exhibitor as well as neophyte in trade show exhibiting. Copies are available from Clapp & Poliak, Inc., 341 Madison Ave., New York 17, N. Y.

Meetings Are Better

Are you planning more imaginative meetings lately? If you are not, your company is not average. Within the last six months, there has been a decided trend toward more creative thinking in preparing meeting programs. Results are not completely tabulated, but a survey shows most companies are staging more meetings, spending more money on meetings and doing more to make them effective.

—R. L.

consider the joyful task of

Stanton B. Cheered

- Mr. Cheered was a sales manager, and he had a sales meeting coming up. But he was as cool as a calendar salesman's heel about the whole thing.
- He had no difficult deadline. Within his own organization he had writers, he had artists, he had cameramen, he had set builders, he had directors, he had actors. And he himself had a very keen sense of showmanship.
- Everyone at the home office had plenty of time to work on the show. Money was no problem whatsoever.
- Naturally the show was a smashing success. Enthusiasm was reflected in sales. "S. B." was acclaimed as a genius by one and all.

- If your task is as simple as all that, call us at Mo 4-5525.
- But just to say "Hello."
- We're busy producing sales shows for people who don't have the production team, time, and talent that Mr. Cheered has. We can develop an unforgettable sales show with thorough integration of motion picture, slide film, and live presentations. And at a remarkably low budget.

Ask the people who know about

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MOVE YOUR EXHIBITS *this newer way!*

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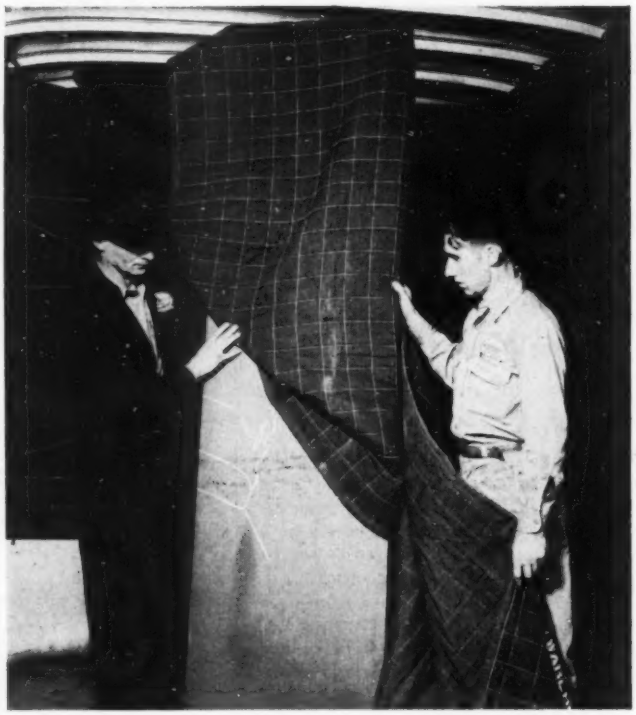

▲ NAVL padded vans carried Ford pace car to dealers all over the country.

North American vans transported Chrysler traveling exhibit to many U. S. cities. Up to 35 vans were used at one time. ▶

▼ Battery of leased wire equipment at NAVL offices assures "dated" delivery.

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Valuable suggestions on how to move your trade-show displays quickly, easily economically . . . in new illustrated brochure, just off the press! Phone local North American agent or write for free copy. Save time, worry, money—ship displays the North American way!

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LARGEST EXHIBIT HALL READY IN NOVEMBER

An addition to International Amphitheatre, Chicago, will make the building the largest exhibition hall in the world, according to M. E. Thayer, manager. Ready in November, the additional 180,000 sq. ft. of space will bring the building's total to 473,-500 sq. ft.—356,000 sq. ft. on the first-floor level. Over 3,000 booths (10' x 10' can be laid out in the enlarged Amphitheatre. Expanded space (40%) can be used as an indoor parking area when entire area of the Amphitheatre is not in use.

SHERATON UNVEILS CLOSED TV SYSTEM

An hour-long closed-circuit television program launched Sheraton Corp. of America's "hotelevision" network recently. While only six cities were linked—Boston, Detroit, Chicago, New York, Baltimore and Washington—the network can cover all Sheraton's 28 hotels in 25 cities. Sheraton now owns four theater-size RCA television projectors which are in its New York, Boston, Detroit and Chicago properties. Through the facilities of Box Office Television, Inc., Sheraton can offer an hour's meeting via closed-circuit TV in any of its hotels at approximately $2.40 per person. Its initial TV program was designed to sell the company's new debenture bonds and, in addition, to demonstrate the new TV hookup with its two-way video and two-way sound system so that video pickups can be made at several hotels in the network and sound pickups (for question and answer periods) in all linked hotels.

COMPANY STAGES AIR-BORNE MEETING

To prove that recession talk is unfounded, Best Maintenance Supply Co., Los Angeles, held its sales meeting in an airplane 3,000 feet above Los Angeles so salesmen could look down upon the panorama of new industrial plants being built and the vast new areas being developed. Says Leo B. Mooberry, president, "My main reason (for air-borne session) is not just to show salesmen all the new plants that are going up, but rather for them to see with their own eyes the thousands of companies that are investing billions of dollars in the future. Recession, bah!"

N.Y. COLISEUM SLATED FOR 1956

With construction scheduled to start April 1, 1954, New York City's long heralded Coliseum has a target date of March, 1956. Total exhibit space in four halls will be 272,562 sq. ft. At a cost of $30 million, the four-story, windowless Coliseum will not have permanent seats, but 10,000 temporary seats can be set up in the largest of its four halls. These are the exhibit areas: street level hall, 68,800 sq. ft.; main hall, one level up, 88,000 sq. ft.; mezzanine hall, 71,204; upper hall, 45,358 sq. ft. Coliseum project will include a 20-story office building.

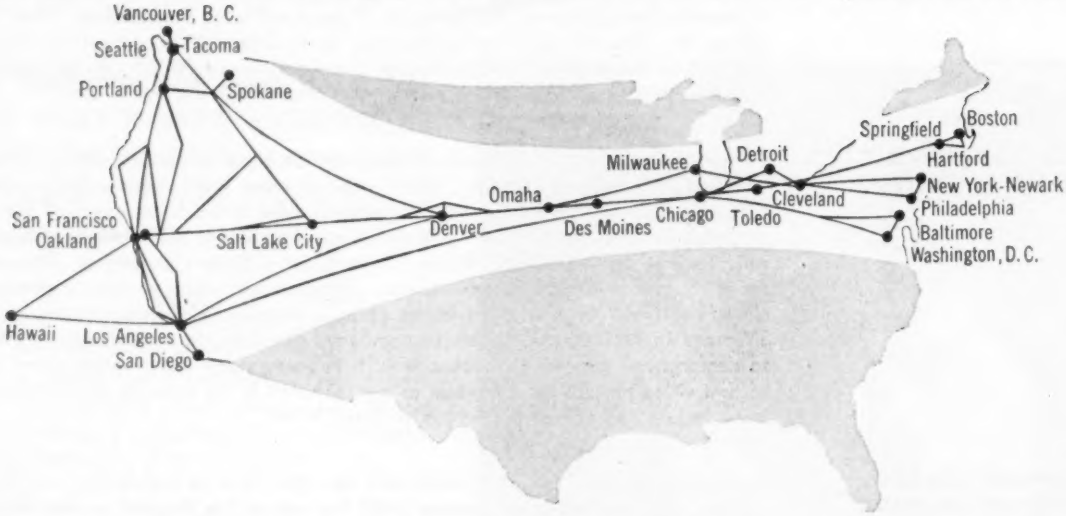
OPEN-CIRCUIT TV PARLEY FOR MILKMEN

Southwest Div., Foremost Dairies, bought an hour's time on WBAP-TV to tell its 175 drivers in Dallas and Fort Worth how to merchandise. Program was aired at 6 AM, an hour before normal sign-on time for station. Milkmen gathered in milk plants to watch program on TV receivers. Meeting used set for dairy's recently inaugurated "Foremost Teen Times," TV amateur show on Saturday afternoons. From soda fountain set, dairy executives addressed drivers in both cities and explained how to put the show to work.

TRADE SHOW NEWS ROUNDUP

American Society of Tool Engineers Industrial Exposition, Philadelphia, April 26-30, will have an elaborate exhibit of actual production of carbide tools, from raw materials to crating finished tools. More than 25 firms are to participate in production line . . . Largest show for National Restaurant, Chicago, May 10-14, tops last year's event by 120 booths. This year's show will house 890 booths on Navy Pier . . . First International Instrument Exposition, Philadelphia, Sept. 15-21, had to contract for 25% more space to accommodate demand. Space allocations had increased from 35,000 sq. ft. last year to 57,000 sq. ft. this year, before additional space was contracted . . . Sales Aids Show, New York City, May 10-12, expects to have 700 products displayed by 125 exhibitors at its first show . . . Southwest Automotive Show will return to San Antonio in 1955 . . . Store Modernization Show has been expanded to cover complete retail store operation. Its new name is National Industry Show. It is scheduled for Madison Square Garden, New York City, Jan. 7-11.

United's Main Line Airway is
THE CONVENTION ROUTE of the NATION



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Part 2 SALES MANAGEMENT

Sales Meetings

CONVENTIONS • EXPOSITIONS • TRADE SHOWS

1954

CONVENTION HOTEL BLUE BOOK

A Guide to
Convention Hotel Facilities
For Sales Meeting and
Convention Planners

A SYMBOL OF INTEGRITY AND KNOW-HOW

MEMBER

HOTEL SALES MANAGEMENT ASSOCIATION
HSMA
FOUNDED 1927

TO THOSE RESPONSIBLE FOR CONVENTION ARRANGEMENTS

This emblem is significant. It is the symbol of alert, progressive, sales-minded hotel operation—a practical guide to aid in determining where best to hold a successful convention.

A sales-minded hotel is one which sincerely tries to please its guests with its services, food, beverages, and facilities and constantly seeks improvement.

So, HSMA membership signifies a hotel operation most apt to prove satisfactory for your requirements.

***In the facilities listings of the hotels in the BLUE BOOK you will note HSMA membership indicated by those initials after the name of the hotel.* If you would like a 1954 HSMA Membership Roster, write A. W. Phillips, 38 Boardwalk Arcade Building, Atlantic City, N. J.**

CONVENTION HOTEL
BLUE BOOK

Compiled and Edited by

Sales Meetings
MAGAZINE

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Note: Transportation lines are listed under each city. (HSMA) after name indicates hotel is a member of Hotel Sales Management Association. Facilities data have been supplied by hotel or auditorium management. Every effort has been made to insure accuracy, but SALES MEETINGS can assume no liability for errors or omissions.

CONVENTION HOTEL BLUE BOOK

Published by SALES MEETINGS, Part 2 SALES MANAGEMENT

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★

TWO GREAT NEW STATLERS — HARTFORD • DALLAS
(Opening summer, 1954) (Opening fall, 1955)

NEW ENGLAND

Conn., Me., Mass., N. H., R. I., Vt.

CONNECTICUT

BRIDGEPORT

Railroads: N.Y., N.H. & H.
Airlines: AAL

Hotel Barnum

150 Fairfield Ave. (Phone: 5-0141)
Manager: Vernon C. Behn
Sales Manager: Mrs. Martha Davis
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms and 10 suites available)
Convention Rates: Single: $4.75 to $7.50; Double: $7 to $10.50; Suites: $17.50
No. Mtg. Rms. & Capacity of Largest: 6 (250)
No. Banquet Rms. & Capacity of Largest: 6 (225)
Rates for Meals: Breakfast: 65c to $1.25; Lunch: 85c to $1.50; Dinner: $1.85 to $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 3,500 sq. ft. on one floor
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: 35c per day

GROTON

Railroads: PRR; N.Y., N.H. & H.
Airlines: NEA

Griswold Hotel & Country Club

Eastern Point (Phone: Hilltop 5-9711)
Manager: Morton A. Mencher
Convention Season: May, June, after Labor Day, and Mon. through Thurs. in July and Aug.
Largest Group Accommodated: 700 (350 rooms available)
Convention Rates: Single: $16 to $18; Double: $30. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 6 (800)
No. Banquet Rms. & Capacity of Largest: 2 (1,000)
Rates for Meals: Breakfast: $1.50; Lunch: $3.50; Dinner: $5 to $6.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,500 sq. ft. on one floor
Visual Aids Available: Can be rented
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Golf, Swimming, Tennis, Badminton, Handball, Softball, Fishing, Ping Pong

HARTFORD

Railroads: N.Y., N.H. & H.
Airlines: AAL, UAL, EAL, NEA

Hotel Bond

338 Asylum St. (Phone: Chapel 7-3231)
Manager: G. R. Davies
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms and 10 suites available)
Convention Rates: Single: $4.50 to $7; Double: $7 to $10.50; Suites: $16 to $26.50
No. Mtg. Rms. & Capacity of Largest: 10 (500)
No. Banquet Rms. & Capacity of Largest: 10 (500)
Rates for Meals: Breakfast: from 75c; Lunch: from $1.25; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: 5 smaller meeting and banquet rooms
Charges for Banquet & Mtg. Rms.: $5 to $150
Other Equipment Available: PA system in ballroom, stage
Parking: from 50c after 3 hours

Hotel Statler

See Advertisement, Page 9

Ford & Pearl St.
Manager: Frank P. Morse
Sales Manager: Herbert Loepere
Convention Season: All year. Hotel will open summer of 1954.
Largest Group Accommodated: (200 rooms available)
No. Mtg. Rms. & Capacity of Largest: 6 (1,300)
No. Banquet Rms. & Capacity of Largest: 6 (870)
Air Conditioning: Entire hotel
Net Exhibit Space: 7,836 sq. ft. on one floor

NEW HAVEN

Railroads: N.Y., N.H. & H.
Airlines: AAL, EAL

AUDITORIUM

New Haven Arena

26 Grove St. (LOcust 2-3123)
Manager: Nathan Podoloff
Exhibit Areas: Main floor, 16,000 sq. ft.; mezzanine, 4,000 sq. ft.
Rental Fees and Services: Depends on event
Floor Load: 250 lbs. per sq. ft., main floor; 100 lbs. per sq. ft., mezzanine
Ventilation: Exhaust fans
Ceiling Height: 35 ft.
P. A. System: Altec
Dimension, Opening to Exhibit Hall: 12 ft. 9 in. by 12 ft. 5 in.
Columns: None
Utilities: 110-220 single and 3-phase current
Loading Facilities: Loading platforms, forklift equipment
Storage Areas: 10,000 sq. ft. adjacent
Meeting Rooms and Capacities: Ten rooms, up to 50 each
Facilities for Food Functions and Banquet Capacity: Caterers can serve up to 1,500
Parking Facilities: Garage in building, nearby lots
Distance from Business District: Three blocks

Taft Hotel

College St. (Phone: ST 7-1121)
Manager: Craig Lavin
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms and 6 suites available)
Convention Rates: Single: $5; Double: $8; Suites: $15 to $20
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (650)
Rates for Meals: Breakfast: 40c to $1.25; Lunch: $1.25 to $1.55; Dinner: $1.85 to $4.25
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $15 to $250
Net Exhibit Space: 2,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights
Parking: 75c daytime, $1.25 overnight
Sports Facilities: Swimming, Golf, Boating

NEW LONDON

Railroads: N.Y., N.H. & H.; Cent. Vt.
Airlines: NEA

Mohican Hotel

281 State St. (Phone: Gibson 3-4341)
Manager: T. L. Lemonis
Convention Season: All year
Largest Group Accommodated: 300
Convention Rates: Single: $3.50 to $5; Double: $6.50 and $7.50; Suites: $11 to $15
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Rates for Meals: Breakfast: from 75c; Lunch: from 85c; Dinner: from $1.25
Liquor: Served in hotel
Air Conditioning: 2 public rooms
Other Equipment Available: PA system
Parking: 50c overnight in rear of hotel

STAMFORD

Railroads: N.Y., N.H. & H.

Roger Smith Hotel

55 River St. (Phone: Stamford 3-2112)
Manager: Daniel A. Nash
Convention Season: All year—weekends preferred
Largest Group Accommodated: 65 on weekends, 40 on week days
Convention Rates: Single: $4.75 to $6.50; Double: $7 to $11.50
No. Mtg. Rms. & Capacity of Largest: 2 (65)
No. Banquet Rms. & Capacity of Largest: 2 (65)
Rates for Meals: Breakfast: from 40c; Lunch: from 85c; Dinner: from $1.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $10 and $15 per period
Visual Aids Available: Blackboard
Other Equipment Available: PA system, spotlights
Parking: Free facilities

MAINE

BANGOR

Railroads: M.C.
Airlines: NEA

Bangor House

174 Main St. (Phone: Bangor 7321)
Manager: H. W. Chapman
Convention Season: All year
Largest Group Accommodated: 125 (75 rooms available)
Convention Rates: Single: $3.25 to $5.25; Double: $4.50 to $10
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Rates for Meals: Breakfast: 50c to $1.25; Lunch: 75c to $2; Dinner: $2 to $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $5 to $50
Other Equipment Available: PA system, spotlights, stage
Parking: Garage—$1
Sports Facilities: Golf, Tennis, Bowling

BELGRADE LAKES

Railroads: Maine Cent.

Belgrade Hotel & Cottage Resort

(Phone: Belgrade 25)
Manager: Charles W. Ricker
Convention Season: June 20 to July 15, Aug. 15 to Sept. 12
Largest Group Accommodated: 150 (50 rooms and 16 suites available)
Convention Rates: Single: from $6; Double: from $10; Suites: from $25
No. Mtg. Rms. & Capacity of Largest: 3 (175)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Rates for Meals: Breakfast: from 75c; Lunch: from $1.25; Dinner: from $1.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 150 sq. ft. on one floor
Visual Aids Available: 16mm motion picture projector
Other Equipment Available: PA system
Parking: Free facilities
Sports Facilities: Golf, Tennis, Swimming, Boating

GREENVILLE JUNCTION

Railroads: B. & A.; C.P.R.

Squaw Mountain Inn (HSMA)

(Phone: Greenville 10)
Manager: Mrs. Philip Sheridan
Convention Season: June 15 to July 15, Aug. 28 to Sept. 15
Largest Group Accommodated: 200 (107 rooms and 6 suites available)
Convention Rates: $10 to $12 per person, American Plan
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Rates for Meals: Breakfast: $1; Lunch: $2; Dinner: $2.75 to $3
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Adjustable
Net Exhibit Space: 2,340 sq. ft. on one floor
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Boating, Fishing, Tennis, Bowling

KENNEBUNKPORT

Railroads: B. & M.

The Colony Hotel

(Phone: K'port 7-3331)
Manager: Geo. M. Boughton
Convention Season: June 15 to July 1, Labor Day to Sept. 15
Largest Group Accommodated: 100 (125 rooms available)
Convention Rates: Single: $10 to $14; Double: $16 to $20. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 6 (125)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Swimming, Tennis, Golf, Fishing

POLAND SPRINGS

Railroads: To Danville Jct. Maine Cent.

Poland Spring Hotel

(Phone: Poland, Maine 30)
Manager: Charles Conner
Sales Manager: Daniel A. Barry, Jr.
Convention Season: Mid-May to Mid-Oct., except last two weeks of July and first two weeks of Aug.
Largest Group Accommodated: 500
Convention Rates: Single: $18; Double: $28; Suites: add $14 to room. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 13 (450)
No. Banquet Rms. & Capacity of Largest: 1 (800)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 300 sq. ft. on one floor
Visual Aids Available: 16mm sound or silent movie equipment
Other Equipment Available: PA system, spotlights, stage
Parking: $1 for garage
Sports Facilities: Golf, Tennis, Horseshoes, Shuffleboard, Archery, Lake swimming in season, Putting, Croquet, Badminton

PORTLAND

Railroads: B. & M.; M. C.; G. T.
Airlines: NEA

The Eastland Hotel

157 High St. (Phone: Portland 2-5411)
Manager: Franklin K. Pierce
Convention Season: All year
Large Group Accommodated: 600 (400 rooms available)
Convention Rates: Single: $5.25; Double: $9.25
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 4 (550)
Rates for Meals: Breakfast: 75c to $1; Lunch: $1.50 to $2.50; Dinner: $1.50 to $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 7,056 sq. ft. on one floor
Other Equipment Available: PA system
Parking: Garage—$1.25; Lot—75c

Lafayette Hotel (HSMA)

638 Congress St. (Phone: 3-6441)
Manager: Richard H. Pew
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 2 suites available)
Convention Rates: Single: $5.50 to $6.25; Double: $8.75 to $10; Suites: $13
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Rates for Meals: Breakfast: $1.25; Lunch: $1.75; Dinner: $2
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None if meal served, or group has headquarters at hotel.
Net Exhibit Space: 2,160 sq. ft. on two floors
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: Lot—50c overnight, 75c 24 hours; garage —$1.25
Sports Facilities: Golf, Deep-sea fishing, Swimming

RANGELEY

Railroads: B & M
Airlines: NEA

Rangeley Lakes Hotel

(Phone: Rangeley 1 or 9)
Manager: Morel L. Peterson
Convention Season: June, Sept.
Largest Group Accommodated: 300 (150 rooms and 4 suites available)
Convention Rates: Single: from $12: Double: from $24. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 12,000 sq. ft. on one floor
Visual Aids Available: 35mm projector and screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Tennis, Putting, Fishing, Swimming, Private Beach

ROCKLAND

Railroads: Maine Cent.
Airlines: NEA

Samoset Hotel

(Phone: Rockland 280)
Manager: Roger P. Sonnabend
Sales Manager: Paul Sonnabend
Convention Season: June to Sept. (mostly during June and Sept.)
Largest Group Accommodated: 300 (150 rooms and 25 suites available)
Convention Rates: Single: $17; Double: $28. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 10 (800)
No. Banquet Rms. & Capacity of Largest: 4 (650)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2.50: Dinner: from $4.25
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 17,994 sq. ft. on one floor
Visual Aids Available: Blackboards, projector
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per night in garage; free on grounds
Sports Facilities: Golf, Tennis, Swimming (ocean and pool), Sailing, Fishing, Horseback riding

WINTER HARBOR

Railroads: PRR, MC
Airline: NEA

Grindstone Inn

(Phone: 80)
Manager: Edward G. Flather, Jr.
Convention Season: Large groups June 25 to July 15, and after Aug. 25. Small groups accepted from June 25 to Sept. 15
Largest Group Accommodated: 100 (60 rooms and 5 suites available)
Convention Rates: Single: $14; Double: $26; Suites: $34. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Rates for Meals: Breakfast $1.50; Lunch: $2.25; Dinner: $3.25
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,500 sq. ft. on one floor
Visual Aids Available: 16mm projector
Other Equipment Available: Spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming, Tennis, Sailing, Fishing

YORK

Railroads: B. & M.

The Marshall House & The Emerson House

(Phone: York, Me. 300)
Manager: Robert C. Trier, Jr.
Convention Season: June and Sept.
Largest Group Accommodated: 400 (246 rooms and 9 suites available)
Convention Rates: Single: $15; Double: $27; Parlors: additional $12 to $15. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 14 (425)
No. Banquet Rms. & Capacity of Largest: 3 (450)
Rates for Meals: Breakfast: $1.25 to $1.50; Lunch: $3; Dinner: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,600 sq. ft. on one floor
Visual Aids Available: 16mm sound projector and screen
Other Equipment Available: PA system, spotlights, stage
Parking: Garage—$1; Outdoor—no charge
Sports Facilities: Beach, salt water pool, Tennis, Putting, Golf, Boating, Fishing, Shuffleboard, Softball

MASSACHUSETTS

AMHERST

Railroads: C. V.; B. & Me.

The Lord Jeffrey (HSMA)

Boltwood Ave. (Phone: 840)
Manager: Norman M. Enman
Convention Season: All year, except June 1 to 15, Sept. 1 to Nov. 15
Largest Group Accommodated: 100 (60 rooms available)
Convention Rates: Single: $5 to $6.50; Double: $8 to $12
No. Mtg. Rms. & Capacity of Largest: 6 (150)
No. Banquet Rms. & Capacity of Largest: 6 (200)
Rates for Meals: Breakfast: a la carte; Lunch: from $1.25; Dinner: from $1.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights
Parking: $1.50 in garage
Sports Facilities: Golf, Fishing

BOSTON

Railroads: B. & M.; N.Y.C.; N.Y., N.H. & H.
Airlines: AAL, EAL, TWA, UAL, NEA, PAA, TCA

AUDITORIUMS

Boston Garden

North Station (Cap 7-3200)
Manager: Walter A. Brown
Exhibit Areas: Arena, 26,730 sq. ft.; Exhibition Hall, 42,350 sq. ft.
Rental Fees and Services: Exhibit Hall and Garden, $3,500 per day, no services included
Floor Load: 200 lbs. per sq. ft.
Ventilation: Rotary fans and blowers
Ceiling Height: Exhibition Hall, 16 ft.; Arena, 68 ft.
P. A. System: Excellent
Dimensions, Opening to Exhibit Hall: 17 ft. 6 in. high by 14 ft. 6 in. wide
Elevators and Capacities: One, 3,000 lbs.
Columns: None on Arena floor
Utilities: AC and DC current, gas, steam, water
Loading Facilities: Ramp from railroad into exhibition hall
Storage Areas: Ample
Meeting Rooms: In hotel adjoining
Facilities for Food Functions and Banquet Capacity: Complete facilities for 1,500 banquet
Parking Facilities: Ample
Distance from Business District: In heart of commercial district

Mechanics Building

111 Huntington Ave. (Ken 6-5118)
Manager: George Laing
Exhibit Areas: Exhibition Hall, 40,000 sq. ft.; Grand Hall, 33,000 sq. ft.; Mezzanine Area, 20,000 sq. ft.; basement, 30,000 sq. ft.
Rental Fees: $1,200 per day, no charge for move-in and move-out
Floor Load: 125-150 lbs. per sq. ft.
Ventilation: Natural
Ceiling Height: 22 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 24 ft. by 18 ft.
Columns: 20-ft. centers, 10 in. sq.
Utilities: AC and DC current, gas, water
Loading Facilities: Ramp to Exhibition Hall level; railroad siding adjoining building
Storage Areas: Basement, 25,000 sq. ft.
Meeting Rooms and Capacities: One, 500; one, 400; one, 300; one, 100; Grand Hall, 5,000
Facilities for Food Functions: Can handle banquet of 2,500
Parking Facilities: 500-car lot in rear of building
Distance from Business District: Six blocks from hotels

Bradford Hotel (HSMA)

275 Tremont St. (Phone: HA 6-1400)
Manager: Joseph F. Conlan
Convention Season: All year
Largest Group Accommodated: 500 (225 rooms available)
Convention Rates: Single: $5.50 to $7.40; Double: $8.50 to $10.50; Suites: $13 to $20
No. Mtg. Rms. & Capacity of Largest: 10 (2,000)
No. Banquet Rms. & Capacity of Largest: 9 (1,500)
Rates for Meals: Breakfast: $1.25; Lunch: $2.25; Dinner: $3.25 (in function rooms) Breakfast: from 65c; Lunch: from 95c; Dinner: from $1.75 (in public rooms)
Liquor: Served in hotel
Air Conditioning: 85% of public space
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 14,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $1.75 in garage, including pickup and delivery; $1.50 for 24 hours outside parking lot

Manger Hotel (HSMA)

North Station (Phone: CA 7-2600)
Manager: Walter A. Henkel
Convention Season: All year
Largest Group Accommodated: 300 (300 rooms available)
Convention Rates: Single: $6; Double: $8.50
No. Mtg. Rms. & Capacity of Largest: 10 (300)
No. Banquet Rms. & Capacity of Largest: 11 (250)
Rates for Meals: Breakfast: from 35c; Lunch: from 85c; Dinner: from 90c
Liquor: Served in hotel

Air Conditioning: Some banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: from $8
Net Exhibit Space: 8,426 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $2 per night, including pickup service
Sports Facilities: Golf, swimming nearby

Parker House (HSMA)

60 School St. (Phone: CA 7-8600)
Manager: William M. Fitzgerald
Sales Manager: John E. Pacheco
Convention Season: All year
Largest Group Accommodated: 400 (650 rooms and 5 suites available)
Convention Rates: Single: $6 to $8.75; Double: $9.50 to $11.75; Suites: $22 to $25
No. Mtg. Rms. & Capacity of Largest: 16 (400)
No. Banquet Rms. & Capacity of Largest: 16 (400)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 3,312 sq. ft.
Other Equipment Available: PA system, spotlights, portable stage
Parking: $2.50 per night—pickup and delivery

Sheraton Plaza Hotel (HSMA)

See Advertisement, Page 12

31 St. James St. (Phone: CO 7-5300)
Manager: Lloyd B. Carswell
Sales Manager: George E. Gorman
Convention Season: All year
Largest Group Accommodated: 1,000 (250 rooms and 20 suites available)
Convention Rates: Single: $5.85 to $15; Double: $8.80 to $16; Suites: $25 to $35
No. Mtg. Rms. & Capacity of Largest: 9 (1,500)
No. Banquet Rms. & Capacity of Largest: 9 (1,190)
Rates for Meals: Breakfast: 65c to $2; Lunch: 95c to $3; Dinner: $1.25 to $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $10 to $650
Net Exhibit Space: 17,845 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.75 per night in garage; 75c 6 hours in lot

Hotel Somerset (HSMA)

400 Commonwealth Ave. (Phone: Ke 6-2700)
Manager: Harry H. Hoghn
Sales Manager: Earl G. Duffy
Convention Season: All year
Largest Group Accommodated: 400 (150 rooms and 50 suites available)
Convention Rates: Single: $7 to $11; Double $12 to $16; Suites: $18 to $42
No. Mtg. Rms. & Capacity of Largest: 14 (1,200)
No. Banquet Rms. & Capacity of Largest: 11 (800)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: $1 to $2.75; Dinner: $2.50 to $5.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,070 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1 overnight

Statler Hotel (HSMA)

See Advertisement, Page 9

Park Square (Phone: HAncock 6-2000)
Manager: D. B. Stanbro
Sales Manager: F. W. Potts
Convention Season: All year
Largest Group Accommodated: 1,520 (600 rooms and 20 suites available)
Convention Rates: Single: $6 to $10.50; Double: $10 to $16.50; Suites: $26 to $30
No. Mtg. Rms. & Capacity of Largest: 11 (1,520)
No. Banquet Rms. & Capacity of Largest: 11 (1,450)
Rates for Meals: Breakfast: 65c to $1.40; Lunch: 90c to $2.10; Dinner: $1.65 to $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, all public rooms and 50 bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 19,124 on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 for 24 hours

Hotel Touraine (HSMA)

62 Boylston St. (Phone: Hancock 6-3500)
Manager: Thomas J. Walsh
Convention Season: All year
Largest Group Accommodated: 200 (150 rooms and 20 suites available)
Convention Rates: Single: $6 to $8; Double: $8.50 to $12; Suites: $18 to $20
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 3 (425)
Rates for Meals: Breakfast: 65c to $1.50; Lunch: 95c to $2.50; Dinner: $1.85 to $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $25 to $200
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

BROOKLINE

Railroads: N.Y.C.

Beaconsfield Hotel

See Advertisement, Page 25

1731 Beacon St. (Phone: ASpinwall 7-6800)
Manager: Arnold R. Kerry
Convention Season: All year
Largest Group Accommodated: 50 (20 rooms available)
Convention Rates: Single: $6.50; Double: $9.50
No. Mtg. Rms. & Capacity of Largest: 9 (200)
Rates for Meals: Breakfast: from 65c; Lunch: from $1.25; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: 2 banquet and meeting rooms, and 3 bedrooms
Charges for Banquet & Mtg. Rms.: $35 and $50
Net Exhibit Space: 1,950 sq. ft. on one floor
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: free facilities
Sports Facilities: Golf, Tennis

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GREENFIELD

Railroads: B. & M.

Hotel Weldon

(Phone: 5431)
Manager: Ray H. Potter
Convention Season: All year
Largest Group Accommodated: 250 (200 rooms available)
Convention Rates: Single: $5; Double $9; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 4 (350)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Rates for Meals: Breakfast: from 65c; Lunch: from $1; Dinner: from $2
Liquor: Served in hotel
Net Exhibit Space: 2,000 sq. ft.
Other Equipment Available: PA system, stage
Parking: Free facilities
Sports Facilities: Golf

LENOX

Railroads: N.Y. N.H. & H.

Curtis Hotel (HSMA)

(Phone: Lenox 510)
Manager: George A. Turain
Convention Season: May 28 to July 25, Aug. 17 to Oct. 15
Largest Group Accommodated: 200 (100 rooms available)
Convention Rates: $5.50 per person, EP; $12.50 per person, AP.
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Rates for Meals: Breakfast: $1.50; Lunch: $2.25; Dinner: $3.25
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 20,000 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Tennis, Golf, Polo, Horseback riding

MAGNOLIA

Railroads: B. & M.

Oceanside Hotel (HSMA)

(Phone: Magnolia 1500)
Manager: John J. Hennessy
Sales Manager: Adele Myerson
Convention Season: June to Sept.
Largest Group Accommodated: 400 (200 rooms available)
Convention Rates: $13 per person American Plan
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 2 (600)
Rates for Meals: Breakfast: $2; Lunch: $4; Dinner: $5
Liquor: Served in hotel
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Tennis, Putting green, Private beach, Fishing, Sailing

NORTHAMPTON

Railroads: B. & M.; N.Y., N.H. & H.

Hotel Northampton and Wiggins Old Tavern

36 King St. (Phone: Northampton 3100)
Manager: Elliott R. Proctor
Convention Season: All year, except during college commencements in June and Oct.
Largest Group Accommodated: 250 (125 rooms available)
Convention Rates: Single: $3.50 to $8.50; Double: $5.50 to $15
No. Mtg. Rms. & Capacity of Largest: 7 (450)
No. Banquet Rms. & Capacity of Largest: 7 (300)
Rates for Meals: Breakfast: from 75c; Lunch: from 95c; Dinner: from $2.25
Liquor: Served in hotel
Air Conditioning: Some banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $10 to $60
Other Equipment Available: Stage
Parking: Facilities available

NORTH FALMOUTH

Railroads: N.Y., N.H. & H.

The Treadway Inn at Coonamesset (HSMA)

See Advertisement, Page 13

(Phone: Cataumet 8146—after June, Cataumet 1045
Manager: J. Frank Birdsall, Jr.
Sales Manager: John P. Lemire
Convention Season: Apr. 15 to Dec. 1, but prefer before July 1 and after Labor Day
Largest Group Accommodated: 250 (85 rooms and 25 suites available)
Convention Rates: Single: $20; Double: $30; Suites: $19 per person. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 10 (600)
No. Banquet Rms. & Capacity of Largest: (250)
Rates for Meals: Breakfast: $1 to $1.75; Lunch: $1.70 to $3.50; Dinner: $2.75 to $5.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,500 sq. ft. on one floor
Visual Aids Available: Motion picture projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilites: Golf, Tennis, Horseback riding, Swimming, Boating, Fishing

PITTSFIELD

Railroads: N.Y.C.; N.Y., N.H. & H.

Sheraton Hotel

See Advertisement, Page 13

8 South St. (Phone: 4511)
Manager: Wright Gibson
Sales Manager: Edward Smith
Convention Season: All year
Largest Group Accommodated: 500 (225 rooms and 10 suites available)
Convention Rates: Single: $6; Double: $9; Suites: $15 to $25
No. Mtg. Rms. & Capacity of Largest: 4 (700)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Rates for Meals: Breakfast: 50c to $1.50; Lunch: 75c to $2.25; Dinner: $2.25 to $5
Liquor: Served in hotel
Net Exhibit Space: 3,600 sq. ft. on one floor
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: 50c overnight
Sports Facilities: Golf

SOUTH LEE

Railroads: N.Y., N.H. & H.

Oak N' Spruce

(Phone: Lee 795)
Manager: Frank J. Prinz
Convention Season: May to Nov., Dec. to Apr.
Largest Group Accommodated: 100 (50 rooms available)
Convention Rates: Single: from $9; Double: from $18. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 2 (150)
Rates for Meals: Breakfast: from 95c; Lunch: from $2; Dinner: from $2.50
Liquor: Not served. Self service bar with setups available
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,000 sq. ft. on one floor

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Accommodates 225

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TORONTO, ONT.
NIAGARA FALLS, ONT.
HAMILTON, ONT.
WINDSOR, ONT.

Visual Aids Available: 35mm slide projector, 16mm sound film, screen
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Swimming pool, Tennis, Golf, Skiing, Horseback riding, Fishing, Hunting

SPRINGFIELD

Railroads: N.Y., N.H. & H.; B. & M.; N.Y.C.
Airlines: AAL, NEA, EAL, UAL

AUDITORIUM

Springfield Municipal Auditorium

Court Street (Phone 6-2711)
Manager: City Property Committee
Exhibit Areas: Main floor, 8,100 sq. ft.; basement, 6,000 sq. ft.
Rental Fees and Services: Varies between $33 and $450 per day, depending on event. Average convention group pays $65 a day plus $50 a day for janitor service.
Floor Load: Average **Ventilation:** Exhaust system
Ceiling Height: 50 ft. **P.A. System:** Rented; 3-hour minimum $8.33
Opening to Exhibit Hall: Five double doors
Elevators and Capacities: One freight elevator, 7 tons
Columns: 22 columns, 2 ft. diameters, 25 ft. and 27 ft. centers
Utilities: AC and DC current, gas, steam, water, compressed air
Storage Areas: In basement
Meeting Rooms and Capacities: Main floor seats 1,424; balcony, 920; gallery, 874; 4 rooms seat 40 each; Mahogany Room, 300; basement, 800
Facilities for Food Functions: Facilities for banquet of 1,000
Parking Facilities: Limited
Distance from Business District: In heart of business district

Highland Hotel

28 Hillman St. (Phone: 4-2141)
Manager: William E. Hartman
Sales Manager: William Nolte
Convention Season: All year
Largest Group Accommodated: 100 (50 rooms and 6 suites available)
Convention Rates: Single: $3.50; Double: $9; Suites: $12
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 5 (100)
Rates for Meals: Breakfast: from 65c; Lunch: from $1.25; Dinner: from $1.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Screen and projector
Other Equipment Available: Spotlights
Parking: $1

Hotel Kimball

140 Chestnut St. (Phone: 2-1121)
Manager: Coolidge Peverley
Convention Season: All year
Largest Group Accommodated: 650
Convention Rates: Single: from $4.25; Double: from $6.75; Suites: from $17.25
No. Mtg. Rms. & Capacity of Largest: 8 (550)
No. Banquet Rms. & Capacity of Largest: 4 (425)
Rates for Meals: Breakfast: from 50c; Lunch: from 75c; Dinner: from $1.75
Liquor: Served in hotel
Air Conditioning: 1 banquet and meeting room
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 3,200 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50

Sheraton Hotel (HSMA)

See Advertisement, Page 25

70 Chestnut St. (Phone: 4-3141)
Manager: Jos. E. Bremner
Convention Season: All year
Largest Group Accommodated: 300 (100 rooms and 4 suites available)
Convention Rates: Single: $5.85; Double: $8.85; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 5 (75)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Rates for Meals: Breakfast: 90c to $1.50; Lunch: $1.25 to $2.50; Dinner: $1.50 to $6
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $35 to $100
Net Exhibit Space: 4,000 sq. ft. on one floor
Visual Aids Available: Movie screens
Other Equipment Available: PA system, spotlights, stage
Parking: 85c to $1.50

STURBRIDGE

Railroads: Putnam Ct.

Publick House (HSMA)

Sturbridge Common (Phone: Dickens 73-314)
Manager: Mrs. Louise Coggeshall
Sales Manager: David F. Treadway
Convention Season: All year, except July and Aug.
Largest Group Accommodated: 100 (50 rooms available)
Convention Rates: Single: $14.50; Double: $29; Suites: $40. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 6 (100)
No. Banquet Rms. & Capacity of Largest: 6 (100)
Rates for Meals: Breakfast: 75c to $1.25; Lunch: $1.75 to $4.50; Dinner: $3.75 to $5.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Tennis

SWAMPSCOTT

Railroads: B. & M.

New Ocean House

216 Puritan Rd. (Phone: Lynn 2-6500)
Manager: Clement Kennedy
Convention Season: Apr., May, June, Sept., Oct.
Largest Group Accommodated: 800 (300 rooms and 20 suites available)
Convention Rates: Single: from $12.50; Double: from $23. Prices for American Plan.
No. Mtg. Rms. & Capacity of Largest: 13 (2,000)
No. Banquet Rms. & Capacity of Largest: 7 (1,000)
Rates for Meals: Breakfast: $1.50; Lunch: $2.75; Dinner: $3.50
Liquor: Served in hotel
Net Exhibit Space: 10,000 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per night in garage
Sports Facilities: Swimming, Tennis, Golf, Quoits, Ping pong

Hotel Preston

440 Atlantic Ave. (Phone: Lynn 3-6600)
Manager: George W. Durkin
Sales Manager: Philip Leonard Ross
Convention Season: May 26 to Sept. 30
Largest Group Accommodated: 325 (156 rooms and 14 suites available)
Convention Rates: $12 to $17 per person depending on menus. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 1 (600)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None to conventions
Net Exhibit Space: 8,000 sq. ft. on one floor
Visual Aids Available: Motion picture machines, slide projector
Other Equipment Available: PA system, spotlights, stage
Parking: $1 overnight
Sports Facilities: Golf, Tennis, Deep-sea fishing

TAUNTON

Railroads: N.Y., N.H. & H.

Taunton Inn (HSMA)

Spring & Summer Sts. (Phone: 4-7574)
Manager: J. Edward Downes
Convention Season: All year, except July and Aug.
Largest Group Accommodated: 300 (90 rooms and 10 suites available)
Convention Rates: Single: $5 to $7; Double: $6.50 to $10; Suites: $10 to $12
No. Mtg. Rms. & Capacity of Largest: 4 (350)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: from 50c; Lunch: from $1; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: 2 banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft.
Visual Aids Available: Screen and projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf

WINCHENDON

Railroads: N.Y.C.; B. & M.

Toy Town Tavern (HSMA)

See Advertisement, Page 13

(Phone: Winchendon 220)
Manager: Johr S. Packard
Sales Manager: David F. Treadway
Convention Season: mid-May to June 15, Sept. 15 to mid-Oct.
Largest Group Accommodated: 100 (60 rooms and some suites available)
Convention Rates: Single: $12.50; Double: $25; Suites: $40. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Rates for Meals: Breakfast: $1.50; Lunch: $1.75 to $2.50; Dinner: $2.50 to $4
Liquor: Served in hotel
Net Exhibit Space: 1,600 sq. ft. on one floor
Visual Aids Available: Blackboard, projector
Other Equipment Available: PA system
Parking: Free facilities
Sports Facilities: 18-hole golf course, Swimming, Tennis, Shuffleboard, Putting green

WORCESTER

Railroads: N.Y.C.; B. & M.; N.Y., N.H. & H.
Airlines: NEA, TWA

Sheraton Hotel (HSMA)

See Advertisement, Page 14

Franklin St. (Phone: 2-2821)
Manager: Maurice T. Lawler
Sales Manager: Charles M. Adams
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms and 4 suites available)
Convention Rates: Single: $5.85 to $9.75; Double: $9.50 to $12.75; Suites: $20 to $30
No. Mtg. Rms. & Capacity of Largest: 9 (1,000)
No. Banquet Rms. & Capacity of Largest: 9 (750)
Rates for Meals: Breakfast: from $1.25; Lunch: from $2; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Some banquet and meetings, and some bedrooms
Charges for Banquet & Mtg. Rms.: $10 to $250
Net Exhibit Space: 9,718 sq. ft.
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 overnight. Free parking for persons attending functions and meetings.

NEW HAMPSHIRE

BRETTON WOODS

Railroads: B. & Me.; Me. Cent.

Mount Washington Hotel (HSMA)

See Advertisement, Page 15

(Phone: Bretton Woods 1000)
Manager: Oscar T. Johnson
Sales Manager:
Convention Season: May 15 to July 1, July 8 to July 15, Aug. 15 to Sept. 1, Sept. 8 to Oct. 15
Largest Group Accommodated: 550 (278 rooms and 6 suites available)
Convention Rates: $16 to $18 per person for American Plan
No. Mtg. Rms. & Capacity of Largest: 10 (600)
No. Banquet Rms. & Capacity of Largest: 7 (600)
Rates for Meals: Breakfast: $2; Lunch: $3.50; Dinner: $5
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 17,669 sq. ft. on one floor
Visual Aids Available: Projectors for slides and sound movies
Other Equipment Available: PA system, spotlights, stage
Parking: $1 in garage
Sports Facilities: Golf, Tennis, Swimming, Horseback riding, Bowling, Putting green, Driving range

CRAWFORD NOTCH

Railroads: Me. Cent.

Crawford House Club

Crawford Notch (Phone: Twin Mountain 30)
Manager: Richard Edgerton
Convention Season: June 25 to Oct. 4. Exclusive occupancy groups of 125 to 275 in June and Sept., smaller meetings other times
Largest Group Accommodated: 275 (150 rooms available)
No. Mtg. Rms. & Capacity of Largest: 8 (275)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: $1.75 to $2.50; Dinner: $2 to $5
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 35mm motion picture projectors, 35mm slide projector
Other Equipment Available: PA system, stage
Parking: Free facilities
Sports Facilities: Golf, Tennis, Hiking, Swimming, Canoeing

MANCHESTER

Railroads: B. & Me.
Airlines: NEA

Hotel Carpenter (HSMA)

323 Franklin St. (Phone: 5-5422)
Manager: Herbert Brewster
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms available)
Convention Rates: Single: $4 to $6.50; Double: $6.75 ot $9.75
No. Mtg. Rms. & Capacity of Largest: 4 (355)
No. Banquet Rms. & Capacity of Largest: 4 (355)
Rates for Meals: Breakfast: 75c to $1.10; Lunch: 75c to $1.60; Dinner: $1.90 to $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rm.: $5 to $80
Net Exhibit Space: 3,500 sq. ft. on one floor
Other Equipment Available: PA system, stage
Parking: 75c to $1
Sports Facilities: Golf course in city

PIKE

Railroads: B. & M.

Lake Tarleton Club

See Advertisement, Page 15

Manager: Joe L. McKible
Convention Season: June to Oct. 1
Largest Group Accommodated: 550 (250 rooms and 30 suites available)
Convention Rates: Single: $20 to $22; Double: $30 to $34; Suites: $40. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 4 (600)
No. Banquet Rms. & Capacity of Largest: 3 (600)
Liquor: Served in hotel
Net Exhibit Space: 5,000 sq. ft. on one floor
Visual Aids Available: Theatre, complete stage and theatre equipment for movies as well as stage presentation

High in the White Mountains *5,500 Acres · 5 Lakes*

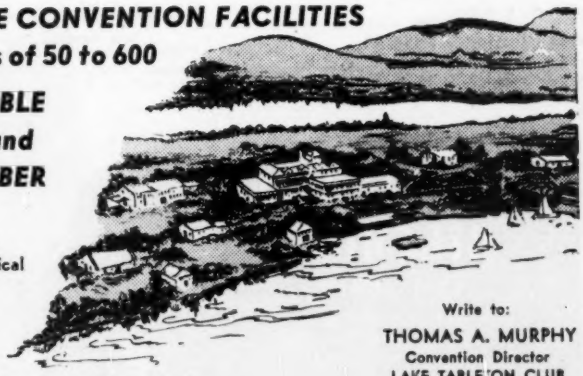
AMERICA'S FAMED

Lake Tarleton Club

PIKE · NEW HAMPSHIRE

COMPLETE CONVENTION FACILITIES
for Groups of 50 to 600

AVAILABLE JUNE and SEPTEMBER



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Convention Director
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Much more than mountains and lakes, luxury and leisure bid you . . . Welcome.
Music and dancing, golf and tennis, horses, fishing, swimming, boating, movies, theatricals, concerts, and Tarleton's noted cuisine.

Other Equipment Available: PA system, spotlights, stage, Outdoor pine grove for meetings
Parking: Free facilities
Sports Facilities: Golf, Putting course, 9-hole clock, Tennis, Baseball, Handball, Riding range, Horses and buggys, Badminton, Bathing beach, Boating, Water skiing

PORTSMOUTH

Railroads: B. & Me.

Wentworth Hotel

(Phone: 4000)
Manager: James Barker Smith
Sales Manager: William C. Walton
Convention Season: Early May to mid Oct., except July and Aug.
Largest Group Accommodated: 450 (230 rooms available)
Convention Rates: Single: $16; Double: $26 to $30; Suites: $36 to $38. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 12 (350)
No. Banquet Rms. & Capacity of Largest: 3 (700)
Rates for Meals: Breakfast: $1.50; Lunch: $2.75; Dinner: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space:
Visual Aids Available: 16mm and 35mm projectors, screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1 in garage
Sports Facilities: Pitch 'n putt course, Tennis, Boating, Horseback riding

RANDOLPH

Railroads: B. & M.

The Ravine House

(Phone: Gorham 189)
Manager: James W. Shea
Convention Season: Mid-June to July, Labor Day and Oct. 10
Largest Group Accommodated: 60 (35 rooms available)
Convention Rates: Single: $9 to $12; Double: $18 to $22. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 3 (100)
No. Banquet Rms. & Capacity of Largest: 2 (100)
Rates for Meals: Breakfast: $1.50; Lunch: $2.25; Dinner: $3
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming, Shuffleboard, Tennis, Croquet, Ping Pong, Badminton

SUGAR HILL

Railroads: B. & Me.

Sunset Hill House (HSMA)

(Phone: Franconia 3-6411)
Manager: Warren R. Swift
Convention Season: June, Sept., Oct.
Largest Group Accommodated: 350 (200 rooms and 10 suites available)
Convention Rates: Single: $14 to $18; Double: $24 to $30. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 6 (350)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $3.50
Liquor: Served 'n hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 9,000 sq. ft.
Visual Aids Available: 16mm movie machine complete
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Tennis, Horseshoes, Putting grene, Croquet, Bowling, Billiards, Shuffleboard

WHITEFIELD

Railroads: B. & Me.; M.C.

The Mountain View House

Mountain View Rd. (Phone: 7-2511)
Manager: Mrs. Mary Dodge Silk
Resident Manager & Sales Manager: Frank S. Dodge, Jr.
Convention Season: Prior to June 15 and after Oct. 12
Largest Group Accommodated: 360 (195 rooms available)
Convention Rates: Single: $15; Double: $28
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 1 (400)
Rates for Meals: Breakfast: $1.50; Lunch: $3.50; Dinner: $4
Liquor: Hotel not licensed
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights
Parking: $1 per night in garage
Sports Facilities: Golf, Tennis, Swimming, Shuffleboard, Putting

RHODE ISLAND

PROVIDENCE

Railroads: N.Y., N.H. & H.
Airlines: AAL, EAL, NEA, UAL

Crown Hotel

208 Weybosset St. (Phone: DExter 1-8200)
Manager: Norman Boucher
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms available)
Convention Rates: Single: $5 to $6.75; Double: $8 to $9.50
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Rates for Meals: Breakfast: 95c to $1.50; Lunch: $1.75 to $4.50; Dinner: $2.25 to $5
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 all night

Sheraton-Biltmore (HSMA)

See Advertisement, Page 16
11 Dorrance St. (Phone: Gaspee 1-9200)
Manager: William P. Gorman
Sales Manager: E. Lionel Ambler
Convention Season: All year
Largest Group Accommodated: 1,000 (460 rooms, inc. 19 suites available)
Convention Rates: Single: from $6.50; Double: from $8.50; Suites: from $14.85
No. Mtg. Rms. & Capacity of Largest: 11 (800)
No. Banquet Rms. & Capacity of Largest: 11 (500)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2.25; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: 5 banquet and meeting rooms, 20% of bedrooms
Charges for Banquet & Mtg. Rms.: from $5
Net Exhibit Space: 6,500 sq. ft. on one floor
Visual Aids Available: Blackboards, screens
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

VERMONT

BURLINGTON

Railroads: Cent. Vt.; Rut.
Airlines. CAI, NEA

Hotel Vermont (HSMA)

131 Main St. (Phone: 4-5711)
Manager: Richard A. Van Nostrand
Convention Season: All year
Largest Group Accommodated: 250
Convention Rates: Single: $3.50 to $7.50; Double: $5.50 to $12
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Rates for Meals: Breakfast: from 25c; Lunch: from $1; Dinner: from $1.60
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $5 to $25
Net Exhibit Space: 3,400 sq. ft.
Other Equipment Available: Spotlights
Parking: $1.25
Sports Facilities: Fishing, Swimming, Skiing, Skating

MANCHESTER

Railroads: Rut.

Equinox House (HSMA)

(Phone: 40)
Manager: John J. Dewey
Sales Manager: William E. Brown
Convenrion Season: Groups to 350—May to July 1, Labor Day to mid-October. Groups to 100—May to late Oct.
Largest Groups Accommodated: 350 (210 rooms and 8 suites available)
Convention Rates: Single: $16; Double: $28; Suites: $38. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 10 (335)
No. Banquet Rms. & Capacity of Largest: 2 (425)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,000 sq. ft. on one floor
Visual Aids Available: Projector for rent
Other Equipment Available: PA system, spotlights, stage
Parking: $1 for garage
Sports Facilities: Golf, Swimming pool, Putting green, Trout club

RUTLAND

Bus Service: White River Bus; Vt. Transit Lines
Airlines: CAI, NEA—airport 15 miles

Long Trail Lodge

Pico Peak (Phone: PRospect 3-6310)
Manager: Grover E. Wright
Sales Manager: D. F. Treadway
Convention Season: Dec. 20 to Mar. 25, June 10 to Oct. 15
Largest Group Accommodated: 60 (25 rooms and 6 suites available)
Convention Rates: Single: $9 to $14; Double: $17 to $22. Suites: $10 to $14 per person. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (160)
No. Banquet Rms. & Capacity of Largest: 2 (160)
Rates for Meals: Breakfast: 85c to $1.50; Lunch: $1.50 to $2.50; Dinner: $1.75 to $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,000 sq. ft. on one floor
Visual Aids Available: 4 x 6 built-in screen, 16mm sound projector
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Tennis, Golf (nine miles), Horseshoes, Shuffleboard, Fishing

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MIDDLE ATLANTIC

N. J., N. Y., Pa.

NEW JERSEY

ASBURY PARK

Railroads: PRR.; J.C.; N.Y. & Long Br.
Airlines: AAA

Berkeley-Carteret Hotel (HSMA)

See Advertisement, Page 18

Ocean Ave. (Phone: 2-5000)
Manager: C. Chambers
Sales Manager: Howard A. Heinsius
Convention Season: All year. Small groups only during July and Aug.
Largest Group Accommodated: 650 (400 rooms and 20 suites available)
Convention Rates: Single: $6 to $10; Double: $10.50 to $15; Suites: $20 to $30
No. Mtg. Rms. & Capacity of Largest: 14 (600)
No. Banquet Rms. & Capacity of Largest: 7 (600)
Rates for Meals: Breakfast: 65c to $1.25; Lunch: 75c to $2.50; Dinner: $3 to $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 250 bedrooms.
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 8,000 sq. ft. on one floor
Visual Aids Available: Screens, easels, projection equipment
Other Equipment Available: PA system, spotlights, stage
Parking: $1 a day on private lot on grounds
Sports Facilities: Golf, Swimming, Riding

The Monterey Hotel

Ocean Ave. (Phone: 2-1600)
Manager: A. A. Gutteridge
Convention Season: May, June, Sept.
Largest Group Accommodated: 600 (340 rooms available)
Convention Rates: Single: $7; Double: $10
No. Mtg. Rms. & Capacity of Largest: 3 (600)
No. Banquet Rms. & Capacity of Largest: 2 (600)
Rates for Meals: Breakfast: 59c to $1.50; Lunch: $1.50 to $2.50; Dinner: $2.25 to $4.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 15,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights
Parking: Lot—$1, Garage—$1.50
Sports Facilities: Pool, Surf bathing

ATLANTIC CITY

Railroads: PRR; P.-R. S. S.
Airlines: EAL, AAA

AUDITORIUM

Atlantic City Convention Hall

2309 Boardwalk (Phone 4-3081)
Manager: Philip E. M. Thompson
Exhibit Areas: Main Hall, 156,802 sq. ft.; Ballroom, 23,000 sq. ft.; lower level, 97,488 sq. ft.
Rental Fees and Services: Basic rental for meetings—$2,500 a day for Arena, $500 a day for Ballroom; 25c per sq. ft. for exhibitions. Services include light, heat, use of booths and original chair set up.
Floor Load: 250 lbs. per sq. ft. **Ventilation:** Ballroom, air conditioned; Main hall, fans
Ceiling Height: Ballroom, 60 ft.; Main Hall, 135 ft.; lower level, 10 ft. 2 ins. to 14 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: Freight entrances, 25 ft. wide by 20 ft. high; main entrance, 54 ft. wide.
Elevators and Capacities: Two 5-ton; two 25-ton
Columns: None except in lower level, 2 ft. sq. at 20 ft. intervals
Utilities: All currents and all utilities
Loading Facilities: Loading platforms on each side of building; railroad siding on two sides
Storage Areas: Depends on occupancy
Meeting Rooms and Capacities: 21 with capacity 100 to 1,000; Ballroom, 4,400; arena, 32,000
Facilities for Food Functions and Banquets: Portable restaurant; banquets up to 10,000
Parking Facilities: 500 cars in lower level; numerous lots nearby
Distance for Business District: In center of business district

The Ambassador (HSMA)

See Advertisement, Page 18

Boardwalk at Stenton Ave. (Phone: 5-4141)
Manager: Robert J. Del Peso
Sales Manager: Betty Torpey
Convention Season: All year
Largest Group Accommodated: 1,500 (650 rooms and 52 suites available)
Convention Rates: Single: $6 to $18; Double: $8 to $20
No. Mtg. Rms. & Capacity of Largest: 18 (1,000)
Rates for Meals: Breakfast: from $2; Lunch: from $2.50; Dinner: from $4.50
Liquor: Served in hotel
Air Conditioning:
Charges for Banquet & Mtg. Rms.: None, when headquarters hotel
Net Exhibit Space: 60,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $2 daily
Sports Facilities: Golf, Fishing, Swimming, Boating, Indoor pool

Chalfonte-Haddon Hall (HSMA)

See Advertisement, Page 19

No. Carolina Ave. & Boardwalk (Phone: 4-0141)
Manager: Joseph I. McDonell
Director of Sales: E. D. Parrish
Convention Season: All year
Largest Group Accommodated: 1,400 (750 rooms and 75 suites available)
Convention Rates: Single: $7 to $10; Double: $10 to $22; Suites: $30 to $44
No. Mtg. Rms. & Capacity of Largest: 30 (1,800)
No. Banquet Rms. & Capacity of Largest: 12 (1,200)
Rates for Meals: Breakfast: $2.25; Lunch: $3 to $4.50; Dinner: $5
Liquor: Served in hotel
Air Conditioning: Four banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 52,000 sq. ft., 24,400 sq. ft. of which is on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per day
Sports Facilities: Swimming, Fishing, Tennis, Water Skiing, Sailing, Volley Ball, Hunting, Ice skating, Squash, Bowling

Chelsea Hotel (HSMA)

See Advertisement, Page 20

Morris & Boardwalk (Phone: 4-1251)
Manager: Martin Shamberg
Sales Manager: Lawrence DeFrances
Convention Season: All year
Largest Group Accommodated: 700 (400 rooms available)
Convention Rates: Single: $6 to $12; Double: $8 to $16; Suites: $24 to $30
No. Mtg. Rms. & Capacity of Largest: 11 (2,000)
No. Banquet Rms. & Capacity of Largest: 4 (1,200)
Rates for Meals: Breakfast: from 60c; Lunch: from $1.50; Dinner: from $2.75
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: If large convention, none.

get more
"SELL"
in your
SALES MEETINGS

The Berkeley offers an atmosphere conducive to concentration . . . a location that guarantees maximum attendance . . . service that promises efficiency.

The Berkeley's a quick-trip over the Super Highways from both New York and Philadelphia and offers complete facilities to handle meetings of 6 to conventions of 600. Wonderful social activities at the hotel or in the vicinity. All dining and meeting rooms and many bedrooms air conditioned.

For full information, write or phone Mr. Howard A. Heinsius, Sales Manager — ASbury Park 2-5000 or WOrth 2-4018 in New York.

HOTEL
BERKELEY-CARTERET
ON THE OCEAN AT ASBURY PARK, N. J.
Only 54 fast miles from New York

the Monarch of Convention Hotels...

CLOSEST TO CONVENTION HALL	50,000 sq. ft. of Exhibit Space on One Floor
Private Meeting Rooms for up to 1,000 Persons	700 LUXURIOUS ROOMS AND SUITES

the Ambassador

MONARCH OF THE BOARDWALK
ATLANTIC CITY, N. J.

Space for 230 exhibits • Food functions up to 3,000 at one sitting • Giant indoor sea-water swimming pool • Garage and parkadrome

WRITE FOR 16-PAGE DESCRIPTIVE BROCHURE or Call ATLANTIC CITY 5-4141

The Outstanding Convention Address

CHALFONTE-HADDON HALL

ON THE BOARDWALK

ATLANTIC CITY, N. J.

The meeting and banquet rooms in number, variety and seating capacity, compare favorably with those of the largest hotels in the United States.

Haddon Hall

ROOM	FLOOR	SEATING	DINING	SIZE
Vernon	Lounge	900	600	51'0" x 103'6"
Garden	"	250	150	33'6" x 51'0"
Combined total		1150	750	
*Solarium	"	175	No	22'0" x 66'0"
*Pavilion	"	75	No	13'0" x 52'0"
A	"	18	12	10'0" x 19'0"
Sun Porch	"	175	90	91'10" x 17'1"
Wedgwood Area			1000	13400 Sq. Ft.
Additional available space				14358 Sq. Ft.
Total useable space				38708 Sq. Ft.
Rutland	Upper Lounge	500	360	45'3" x 85'9"
134	" "	20	12	13'6" x 21'0"
Bakewell	" "	60	40	28'5" x 18'9"
Rowsley	" "	50	30	26'10" x 13'11"
Total useable space				5211 Sq. Ft.
Viking Theater	Tower Floor	415	No	45'6" x 56'0"
West	" "	350	234	45'7" x 50'0"
1333 Tower Room	" "	50	40	22'0" x 24'6"
1335 " "	" "	35	16	15'0" x 24'6"
1337 " "	" "	50	40	22'0" x 24'6"
Combined Total		150	110	
Mandarin	" "	125	88	16'0" x 59'4"
1332	" "	20	12	14'9" x 20'0"
1344	" "	60	48	20'0" x 30'0"
1367	" "	20	No	15'0" x 18'6"
Total useable space				8320 Sq. Ft.
*Navajo	15th Floor	125	No	16'0" x 59'0"
*Card Room	Office	60	No	37'5" x 16'0"

Chalfonte

ROOM	FLOOR	SEATING	DINING	SIZE
Carolina	Lounge	1800	1200	134'5" x 81'4"
Music	"	400	No	38'5" x 78'9"
*Vaux Hall	"	60	No	39'9" x 15'8"
*Marine	"	40	No	19'2" x 29'3"
Zodiac Room A	"	60	48	16'0" x 42'0"
" " B	"	60	48	16'0" x 42'0"
71	"	25	No	16'0" x 14'0"
72	"	25	No	16'0" x 14'0"
Blue	Office	90	70	24'4" x 33'7"
Roberts	"	135	90	24'4" x 41'4"

*Denotes Public Rooms which may be converted to meeting rooms.

EQUIPMENT AVAILABLE at CHALFONTE-HADDON HALL

Ampro Premier 20 - 1000 W - 16 MM Sound Projector

Simplex Carbon Arc 35 MM Sound Projector

1000 Watt Stereoptican Machines 3¼" x 4" wide with adapter for 2 x 2 slides

Electric Pointer (Zeiss)

70" x 70" Portable Beaded M. P. Screens

96" x 72" Portable Beaded M. P. Screens

9' x 12' Permanent Screens located in Music Room - Vernon Room - Viking Room - West Room and Rutland Room. (These rooms have fire proof projection booths).

1000 W. Film strip projection with 2" x 2" adapter

70 Watt Public Address Systems

35 Watt Public Address Systems

25 Watt Public Address Systems

Microphones

Lapel Microphones

33 1/3 - 78 R.P.M. Turn Table

78 R.P.M. Turn Table

3000 W. incandescent Spot Light

2000 W. incandescent Spot Light

1000 W. incandescent Spot Light

60 AMP. Carbon Spot Light

30 AMP. Carbon Spot Light

150 W. reflector Spot Lights (clamp on)

Chart Easels

4' x 6' Chart Racks

6' x 6' Chart Racks

8' x 6' Chart Racks

Blackboards (Portable)

3' x 5' Library Tables

18" x 72" Folding Tables (School Room Set-Up)

30" x 72" Folding Tables

30" x 96" Folding Tables

48" Round Folding Tables

60" Round Folding Tables

Lighted Lecterns

Arm Chairs for meetings

Straight Chairs

Silk American Flags

Canadian Flags

Atlantic City Flags

New Jersey State Flags

Desk Pads

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Leeds and Lippincott Company

Ownership-Management for 64 years

The

CLARIDGE HOTEL

ATLANTIC CITY

DELEGATES AGREE 'THE SKYSCRAPER BY THE SEA' IS 'TOPS' FOR CONVENTIONS

Seventeen meeting rooms—climaxed by Trimble Hall—provide facilities for groups of from 25 to 950 persons. Ideal for banquets and large assemblies, Trimble Hall is free of pillars and equipped with new air-conditioning and public address systems.

To expedite convention time, three new high-speed elevators are in operation. These cars are modernly equipped for safety and can travel from reception lobby to roof in 30 seconds.

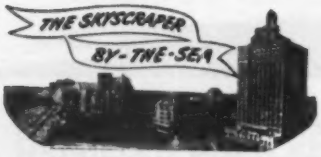
For associations with exhibits, space of approximately 12,000 square feet is available, serviced by heavy-duty elevator.

A choice of 400 artistically decorated spacious rooms — majority overlooking the ocean — each with private tub and shower, fresh and sea water—ocean decks, high in the sun—health baths—truly fine food —music for dancing twice daily by the Original Eddie Buckley and The Guardsmen in the Merry Mayfair Lounge. No cover charge — no minimum.

GEORGE B. BRUNI,
General Manager

ADA TAYLOR, Director of Sales
STANLEY B. CAMPBELL, Sales Manager

Telephone
Atlantic City 5-1271



MIDDLE ATLANTIC

N. J., Atlantic City (cont.)

Net Exhibit Space: 70,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 for 24 hours
Sports Facilities: Swimming

The Claridge Hotel (HSMA)

See Advertisement, Page 20

Park Place & Boardwalk (Phone: 5-1271)

Manager: George B. Bruni
Director of Sales: Ada Taylor
Sales Manager: Stanley B. Campbell
Convention Season: All year, except over holidays, and weekends during summer
Largest Group Accommodated: 700 (350 rooms and 32 suites available)
Convention Rates: Single: $7 to $15; Double: $10 to $18; Suites: from $29
No. Mtg. Rms. & Capacity of Largest: 10 (950)
No. Banquet Rms. & Capacity of Largest: 6 (700)
Rates for Meals: Breakfast: from $2.50; Lunch: from $3; Dinner: from $5
Liquor: Served in hotel
Air Conditioning: Two rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 16,601 sq. ft., including 14,051 sq. ft. on one floor
Visual Aids Available: 16mm sound projector, 2 x 2 and 3¼ x 4¼ projectors, 2 screens
Other Equipment Available: PA system, spotlights, stage
Parking: $2 for 24 hours
Sports Facilities: Swimming, Golf, Fishing, Tennis, Horseback riding, Boating

Hotel Dennis (HSMA)

See Advertisement, Page 20

Boardwalk & Michigan Ave. (Phone: 4-8111)

Manager: J. Howard Buzby
Sales Manager: Walter J. Buzby, II
Convention Season: All year, except holiday weekends
Largest Group Accommodated: 300 (300 rooms and 5 suites available)
Convention Rates: Single: $7 to $12; Double: $10 to $12; Suites: $22 to $41
No. Mtg. Rms. & Capacity of Largest: 9 (400)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Rates for Meals: Breakfast: from $2.50; Lunch: from $3; Dinner: from $5
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,300 sq. ft. on one floor
Visual Aids Available: 16mm projector, screens
Other Equipment Available: PA system, spotlights
Parking $2 per night
Sports Facilities: Bathing, Fishing, Golf nearby

Hotel Jefferson (HSMA)

See Advertisement, Page 21

S. Kentucky Ave. (Phone: 5-0141)

Manager: Charles A. Fetter
Sales Manager:
Convention Season: All year
Largest Group Accommodated: 400
Convention Rates: Single: $4 to $10; Double: $5 to $20; Suites: $18 to $36. Rates are seasonal.
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 5 (800)
Rates for Meals: Breakfast: from 60c; Lunch: from 60c; Dinner: from $1.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None, if hotel is headquarters
Net Exhibit Space: 8,875 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 to $1.50 for 24 hours
Sports Facilities: Swimming, Horseback riding, Fishing, Golf

Hotel Madison (HSMA)

S. Illinois Ave. (Phone: 4-8191)

Manager: R. Elwood Evans
Convention Season: All year, except July and Aug.
Largest Group Accommodated: 400 (150 rooms available)
Convention Rates: Single: $6 to $8; Double: $8 to $12
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Rates for Meals: Breakfast $1.25 to $2; Lunch: $2 to $4; Dinner: $3 to $5
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.:
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per night
Sports Facilities: Swimming, Fishing

MORE FOR YOUR CONVENTION DOLLAR

Attractive Rates for All-Year-Round Dates

Full-Time Competent Convention Staff

MORE CONVENTION SPACE

Largest Hotel Convention Hall in Atlantic City

Our own Westminster Hall, 12 private assembly rooms seating 50 to 1500; 34,600 sq. ft. for exhibits, shows, conferences. Private entrances, 4 registration rooms, checking rooms. All main floor rooms.

MORE CONVENTION FACILITIES

Sleep 750; Banquet accommodations in Westminster Hall 1200, in Wedgewood Room 800; P.A. System, stage, motion picture booth, fine acoustics.

Hotel Chelsea

ON THE BOARDWALK · ATLANTIC CITY

John L. Sullivan
Resident Manager & Dir. of Sales

ATLANTIC CITY 4-1251

Air-Conditioned Cocktail Lounge & Grill
Largest Musical Bar in Atlantic City
Sun Decks—Ocean Water Baths—
Unexcelled Cuisine at Moderate Prices

SUCCESSFUL CONVENTIONS

We specialize in them. Meet here, where the atmosphere and facilities will help you get things done. Numerous charming meeting rooms, from the St. Denis Room—seating 400—to smaller ones for groups of 25 to 100. Make luxurious, modern Hotel Dennis your base of operations for enjoying all the pleasures this peerless resort affords. We're just three minutes up the Boardwalk from Convention Hall. Write today for full information and our convention brochure. Or telephone your reservations to Atlantic City 4-8111.

Hotel DENNIS

Boardwalk at Michigan Avenue

ATLANTIC CITY

Marlborough Blenheim Hotel (HSMA)
Boardwalk at Ohio Ave. (Phone: 5-1211)
Manager: Fisher White
Convention Season: All year, except July, Aug.
Largest Group Accommodated: 500 (350 rooms and 10 suites available)
Convention Rates: Single: $7 to $9; Double: $10 to $20; Suites: $22 to $40
No. Mtg. Rms. & Capacity of Largest: 8 (1,500)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: 95c to $1.95; Lunch: $1.25 to $2; Dinner: $2.50 to $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system
Parking: $1.50
Sports Facilities: Bathing, beach

Hotel Morton (HSMA)
So. Virginia Ave. (Phone: 4-5291)
Manager: Leon C. Somers
Convention Season: Oct. to June

the Jefferson hotel
ATLANTIC CITY, N. J.

Outstanding Facilities at Sensible Prices

If you plan to hold a convention or sales meeting in Atlantic City, it will pay to investigate the facilities at the Jefferson . . . Atlantic City's leading moderately priced hotel. Famous for its excellent cuisine and outstanding facilities, the Jefferson's completely trained convention staff is your assurance of a most successful meeting.

- UNEXCELLED LOCATION —in the heart of the resort, convenient to railroad and bus terminal.
- BANQUET ROOM — seating 1230 persons.
- SEPARATE MEETING ROOMS accommodating 35 to 350 persons.
- EXHIBIT SPACE of over 13,000 square feet.
- SOUNDPROOF, AIR-CONDITIONED auditorium.
- 468 COMFORTABLE ROOMS in the Jefferson and its sister hotels.
- EXPERIENCED STAFF to handle all details.

For complete details and information for future bookings, write, wire or telephone Charles A. Fetter, General Manager.

Jefferson Auditorium
Atlantic City's Newest & Finest
Completely Air Conditioned

Largest Group Accommodated: 500 (250 rooms available)
Convention Rates: Double: $14.50 to $17.50; Suites: $27 to $29. Rates for Modified American Plan.
No. Mtg. Rms. & Capacity of Largest: 6 (850)
No. Banquet Rms. & Capacity of Largest: 4 (600)
Rates for Meals: Breakfast: $1; Dinner: $2
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,700 sq. ft. on one floor
Visual Aids Available: 16mm projector
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25
Sports Facilities: Beach, Bathing

President Hotel (HSMA)
Boardwalk at Albany Phone: 4-5151
Manager: Alexander Berman
Sales Manager: Lois H. Steckel
Convention Season: Sept. 16 to June 30
Largest Group Accommodated: 350 (175 units, including 50 double rooms, available)
Convention Rates: Single: $5; Double: from $8; Suites: from $10
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 3 (550)
Rates for Meals: Breakfast: 65c to $1.50; Lunch: from $2.50; Dinner: $2.50 to $5.50
Liquor: Served in hotel
Air Conditioning: Some bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Lot—$1.25, garage—$1.50
Sports Facilities: Swimming pool, Shuffleboard, Beach, Bathing

Ritz-Carlton Hotel (HSMA)
See Advertisement, Page 22
Iowa Ave. & Boardwalk (Phone: 4-3051)
Manager: Michael T. McGarry
Convention Manager: Elizabeth Costello
Convention Season: All year
Largest Group Accommodated: 800 (400 rooms and some suites available)
Convention Rates: Single: $6 to $14; Double: $8 to $18; Suites: from $35
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Rates for Meals: Breakfast: from $2; Lunch: from $2.50; Dinner: from $4.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights
Parking: $2
Sports Facilities: Bathing, Horseback riding, Sun deck

The Senator
166 S. So. Carolina Ave. (Phone: 5-2206)
Manager: John T. Hurtt
Sales Manager: Miss Blanche Carroll
Convention Season: All year
Largest Group Accommodated: 600 (200 rooms and 2 suites available)
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: $2 to $3; Dinner: $3.50 to $6
Liquor: Served in hotel
Air Conditioning: One banquet and meeting room
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 32,400 sq. ft.
Visual Aids Available: Moving picture equipment
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per night
Sports Facilities: Beach, Bathing

The Shelburne (HSMA)
See Advertisement, Page 21
Michigan Ave. & Boardwalk (Phone: 4-8131)
Manager: Joseph M. Hitzel, Jr.
Sales Manager: Edgar A. Sweet
Convention Season: Sept. to July
Largest Group Accommodated: 200 (200 rooms available)
Convention Rates: Single: $8 to $18; Double: $10 to $35; Suites: from $38
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 4 (135)
Rates for Meals: Breakfast: from $2.50; Lunch: from $3; Dinner: from $6
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Other Equipment Available: PA system, spotlights
Parking: $2
Sports Facilities: Ocean and beach, Boating, Golf, Horseback riding, Tennis.

Convene in Comfort

Ideal location (nearest the Convention Hall) with luxurious guest rooms, deluxe suites, unexcelled service, internationally famous cuisine and a magnificent dining room overlooking the sea.

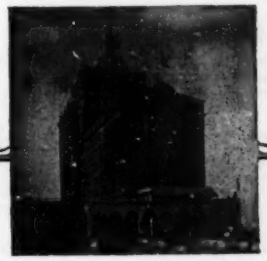
The Shelburne has excellent accommodations for small groups or large meetings.

For the ultimate in gracious living and superb facilities, the Shelburne proudly offers its penthouse, "Kenmare Hall" high atop the hotel.

The **SHELBURNE**

Atlantic City's Foremost Luxury Hotel
On the Boardwalk at Michigan Avenue

Joseph M. Hitzel Jr., General Manager
Edgar A. Sweet, Sales Manager
Telephone Atlantic City 4-8131



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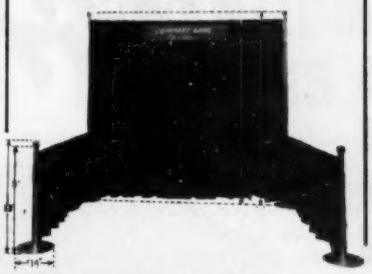
FOR YOUR NEXT TRADE SHOW SALES MEETINGS OR EXHIBIT IN ATLANTIC CITY



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Phone 4-3942
Complete Show Decorating and Display Installation Service
- **DRAPES**
- **SIGNS**
- **BOOTH EQUIPMENT**

Traymore Hotel (HSMA)
(Phone: 4-3021)
Manager: Harold E. Baggs
Convention Season: All year
Largest Group Accommodated: 1,000 (580 rooms and 50 suites available)
Convention Rates: Single: from $6; Double: from $8; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 12 (1,100)
No. Banquet Rms. & Capacity of Largest: 3 (900)
Rates for Meals: Breakfast: from $2; Lunch: from $3; Dinner: from $4.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 40,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $2 for 24 hours
Sports Facilities: Beach, Swimming, Fishing, Boating

CAMDEN

Railroads: PRR; P. R. S. S.

Walt Whitman Hotel (HSMA)
Broadway & Cooper St. (Phone: Woodlawn 4-5700)
Manager: Philip C. Young
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms and 4 suites available)
Convention Rates: Single: $6; Double: $10; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Rates for Meals: Breakfast: from 75c; Lunch: from $1; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $5 to $150
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 overnight
Sports Facilities: Golf, Tennis, Swimming, Bowling

ELIZABETH

Railroads: PRR; B. & O.; J.C.

Elizabeth Carteret Hotel
1155 E. Jersey St. (Phone: Elizabeth 3-4000)
Manager: D. Campbell
Sales Manager: William Lorch
Convention Season: All year
Largest Group Accommodated: 100 (50 rooms and 10 suites available)
Convention Rates: Single: $4.50 to $5.50; Double: $7 to $8; Suites: $10.50 to $15
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Rates for Meals: Breakfast: 35c to 95c; Lunch: $1.35 to $1.75; Dinner: $2.25 to $3.50
Liquor: Served in hotel
Air Conditioning: One banquet and meeting room
Charges for Banquet & Mtg. Rms.: $40
Net Exhibit Space: 2,928 sq. ft. on one floor
Other Equipment Available: PA system, stage
Parking: 25c per day

Hotel Winfield Scott (HSMA)
323 N. Broad St. (Phone: El 2-1000)
Manager: J. Robert Strawhecker
Sales Manager: Stephen Jacobson
Convention Season: All year
Largest Group Accommodated: 100 (50 rooms available)
Convention Rates: Single: $4 to $6; Double: $6.50 to $9; Suites: $14.75
No. Mtg. Rms. & Capacity of Largest: 3 (65)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Rates for Meals: Lunch: from $1.50; Dinner: from $2.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 15 bedrooms
Charges for Banquet & Mtg. Rms.: None when food served
Other Equipment Available: PA system, spotlights
Parking: Free facilities

JERSEY CITY

Railroads: B. & O.; J.C.; D.L. & W.; Erie; H. & M.; L.V.; N.J. & N.Y.; N.Y.C.; N.Y.S. & W.; PRR

Hotel Plaza (HSMA)
91 Sip Ave. (Phone: Journal Square 2-0100)
Sales Manager: Miss Margaret Hill
Convention Season: All year
Largest Group Accommodated: 150 (100 rooms and 5 suites available)
Convention Rates: Single: $4 to $5.50; Double: $7.50 to $8.50; Suites: $11
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 8 (500)
Rates for Meals: Breakfast: 45c to 95c; Lunch: $1.25 to $1.85; Dinner: $1.90 to $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: $7 to $100
Other Equipment Available: PA system, spotlights, stage
Parking: 75c overnight

LAKEWOOD

Railroads: J.C.

Laurel In The Pines
Lake Drive (Phone: Lakewood 6-8000)
Manager: Charles Seiden
Convention Season: Nov. to May 1, excluding holidays
Largest Group Accommodated: 700 (350 rooms available)
Convention Rates: Single: $19 to $26; Double: $32 to $42. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 2 (800)
No. Banquet Rms. & Capacity of Largest: 2 (800)
Liquor: Served in hotel

The Right Hotel... in a Great Hotel City

NEAREST BOARDWALK HOTEL to Convention Hall.

Ritz-Carlton

ON THE BOARDWALK ATLANTIC CITY

Special Sales Meetings and Convention Rates

from $6 SINGLE

from $8 DOUBLE

Write or phone ATLANTIC CITY 4-3051
Michael T. McGarry, General Manager

COMPLETE CONVENTION FACILITIES
on one floor. Meeting, exhibit and banquet rooms for up to 600 persons.

FAMOUS MERRY-GO-ROUND ROOM
for dining and dancing.

ALL SUITES AND BEDROOMS
with ocean view.

Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Ice skating, Golf, Carriage rides, Horseback riding, Basketball, Tennis

Hotel Stanley

Madison Ave. & 10th St. (Phone: Lakewood 6-0800)
Manager: Sidney Zweben
Convention Season: Nov. 20 to Apr. 25, except holidays
Largest Group Accommodated: 150 (75 rooms available)
Convention Rates: Single: $14; Double: $24; Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 1 (250)
Rates for Meals: Breakfast: $2; Lunch: $3.50; Dinner: $4.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 600 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Horseback riding, Golf, Ice skating

NEWARK

Railroads: D.L. & W.; Erie; PRR; J.C.; L.V.; H. & M.
Airlines: AAL, TWA, EAL, UAL, CAP, NAL, AAA

Douglas Hotel (HSMA)

15 Hill St. (Phone: Mi 2-5100)
Manager: Jim T. Cassell
Convention Season: All year
Largest Group Accommodated: 500 (350 rooms and 8 suites available)
Convention Rates: Single: $4.50; Double: $6; Suites: $14.75
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Rates for Meals: Breakfast: 80c; Lunch: $1; Dinner: $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 overnight

Essex House

1050 Broad St. (Phone: Mitchell 2-4400)
Manager: Fred Kalmus
Sales Manager: Horace Banker
Convention Season: All year
Largest Group Accommodated: 175 (75 rooms and 5 suites available)
Convention Rates: Single: $4.50; Double: $7.50; Suites: $12
No. Mtg. Rms. & Capacity of Largest: 10 (1,500)
No. Banquet Rms. & Capacity of Largest: 8 (1,200)
Rates for Meals: Breakfast: 60c to $1; Lunch: $1.35 to $1.85; Dinner: $2.35 to $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 10,000 sq. ft. on one floor
Visual Aids Available: Motion picture projector and screen
Other Equipment Available: PA system, spotlights, stage
Parking: 75c

Robert Treat Hotel (HSMA)

50 Park Place (Phone: Market 2-1000)
Manager: Stanley J. Akus
Sales Manager: Jack B. D. Still
Convention Season: All year
Largest Group Accommodated: 650 (250 rooms and 8 suites available)
Convention Rates: Single: $5.25 to $9; Double: $8.50 to $13; Suites: $15 to $30
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (600)
Rates for Meals: Breakfast: from 55c; Lunch: from $1.10; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: from $10
Net Exhibit Space: 8,000 sq. ft. on two floors
Visual Aids Available: Blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: Lot—50c; garage—$1.50

NEW BRUNSWICK

Railroads: PRR; Raritan

Roger Smith Hotel

18 Livingston Ave. (Phone: Charter 7-6000)
Manager: Edward R. Roberts
Sales Manager: Donald Charpentier
Convention Season: All year
Largest Group Accommodated: (144 rooms available)
Convention Rates: Double: $7 to $10.50
No. Mtg. Rms. & Capacity of Largest: 1 (350)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Rates for Meals: Breakfast: from 35c; Lunch: from 85c; Dinner: from $1.50
Liquor: Served in hotel
Other Equipment Available: Stage
Parking: 5c per hour

PATERSON

Railroads: Erie; D.L. & W.; N.Y.S. & W.

Alexander Hamilton Hotel

55 Church St. (Phone: SHerwood 2-8000)
Manager: Walter T. Brazell
Convention Season: All year
Largest Group Accommodated: 600
Convention Rates: Single: $5.25 to $6.75; Double: $9 to $11; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (400)
Rates for Meals: Breakfast: 50c to $1.35; Lunch: $1 to $1.75; Dinner: $2.40 to $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 6,000 sq. ft.
Other Equipment Available: PA system
Parking: 50c for evening

PLAINFIELD

Railroads: J.C.; B. & O.

Park Hotel

123 E. 7th St. (Phone: Plainfield 6-3400)
Manager: C. Breier
Banquet Manager: A. Blake
Convention Season: All year
Largest Group Accommodated: 150 (90 rooms and 10 suites available)
Convention Rates: Single: $6.00 to $6.50; Double: $9 to $12.50; Suites: $16 to $24
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: from 55c; Lunch: from $1.25; Dinner: from $2.25. Banquet prices from $1.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms and some bedrooms
Charges for Banquet & Mtg. Rms.: None if meals served
Net Exhibit Space: 2,730 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf clubs

PLEASANTDALE

Railroads: See Newark (30 minutes from Newark)
Airlines: See Newark

The Goldman

See Advertisement, Page 23

Pleasantdale (Phone: Orange 3-9400)
Sales Manager: Arthur Goldman
Convention Season: Mar. to June
Largest Group Accommodated: 400 (225 rooms available)
Convention Rates: Single: $16 to $20; Double: $24 to $40. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 3 (400)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Handball, Shuffleboard, Baseball, Volleyball, Basketball, Archery, Tennis, Swimming

PRINCETON

Railroads: PRR

Nassau Tavern Hotel

Palmer Square (Phone: Princeton 1-2040)
Manager: Harrison Cook
Convention Season: All year
Largest Group Accommodated: 75 (35 rooms and 5 suites available)
Convention Rates: Single: $7; Double: $12; Suites: $20
No. Mtg. Rms. & Capacity of Largest: 6 (125)
No. Banquet Rms. & Capacity of Largest: 6 (200)
Rates for Meals: Breakfast: $1.25; Lunch: $1.25 to $2.50; Dinner: $2.25 to $5.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms and some bedrooms
Charges for Banquet & Mtg. Rms.: None if rooms and meals added
Net Exhibit Space: 1,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Golf

The Princeton Inn

(Phone: 1-5200)
Manager: G. Bland Hoke
Convention Season: All year
Largest Group Accommodated: 100 (100 rooms and 3 suites available)
Convention Rates: Single: $14 to $18; Double: $24 to $30; Suites: $40. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 3 (100)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.85; Dinner: from $2.85
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: Spotlights
Parking: Facilities available
Sports Facilities: 18 hole golf course adjacent

SPRING LAKE BEACH

Railroads: PRR; V.C.; N.Y. & L. Br.

The Monmouth Hotel

(Phone: Gibson 9-5000)
Manager: James J. Farrell
Convention Season: Mid-June to early July, after Labor Day
Largest Group Accommodated: 400 (250 rooms available)
Convention Rates: Single: $20; Double: $32; Suites: $45. Rates for American Plan

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ONLY 15 MILES FROM NEW YORK

No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 2 (600)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $5
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking $1.50 per night
Sports Facilities: Private beach, Tennis, Golf putting green, 2 18-hole golf courses nearby

TRENTON

Railroads: PRR; Read; T.-P. Traction

Stacy-Trent Hotel (HSMA)

49 W. State St. (Phone: 2-3131)
Manager: L. W. Osterstock
Sales Manager: Carl Knudsen
Convention Season: All year
Largest Group Accommodated: 550
Convention Rates: Single: $5.75 to $8.50; Double: $8.75 to $12; Suites: $22 to $25
No. Mtg. Rms. & Capacity of Largest: 4 (600)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Rates for Meals: Breakfast: from 85c; Lunch: from $1.25; Dinner: from $2.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 9,000 sq. ft. on one floor
Visual Aids Available: Screen
Other Equipment Available: PA system, stage
Parking: $1.25 pickup and delivery service, 75c if no service required.

NEW YORK

ALBANY

Railroads: N.Y.C.; D. & H.
Airlines: AAL, TWA, CAI

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Dewitt Clinton Hotel (HSMA)

State & Eagle Sts. (Phone: 4-6111)

Manager: John J. Hyland
Sales Manager: Harry E. Fear
Convention Season: All year
Largest Group Accommodated: 300 (300 rooms and 16 suites available)
Convention Rates: Single: from $7; Double: from $9; Suites: $20 to $30
No. Mtg. Rms. & Capacity of Largest: 7 (450)
No. Banquet Rms. & Capacity of Largest: 7 (450)
Rates for Meals: Breakfast: $2; Lunch: $2.50; Dinner: from $3.50—plus tip. Set menu in private room
Liquor: Served in hotel
Air Conditioning: 4 banquet and meeting rooms
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

Hotel Ten Eyck (HSMA)

See Advertisement, Page 24

87 State St. (Phone: Albany 4-1111)
Manager: George B. Chelius, Jr.
Sales Manager: George L. Morse
Convention Season: All year
Largest Group Accommodated: 600 (400 rooms and 21 suites available)
Convention Rates: Single: $6 to $10; Double: $9 to $15; Suites: $18 to $40
No. Mtg. Rms. & Capacity of Largest: 12 (600)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Rates for Meals: Breakfast: $1.50; Lunch: $2.75 to $4.50; Dinner: from $3.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 50 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 6,200 sq. ft.
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage, portable stage
Parking. Garage and parking lot—$1.50 for 24 hours

BOLTON LANDING

Sagamore Hotel

(Phone: Bolton Landing 3121)
Manager: James Feyko
Convention Season: May 15 to Sept. 30
Largest Group Accommodated: 500 (250 rooms and 10 suites available)
Convention Rates: $16 to $25 per person, according to size of group. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (1000)
No. Banquet Rms. & Capacity of Largest: 2 (1,000)
Liquor: Served in hotel
Air Conditioning: Entire hotel
Net Exhibit Space: 1,800 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Many, including golf

BRONXVILLE

Railroads: N.Y.C.

Hotel Gramatan (HSMA)

Pondfield Rd. (Phone: Bronxville 2-5200)
Manager: Orlo Q. McOsker
Convention Season: All year
Largest Group Accommodated: 350 (75 rooms and 6 suites available)
Convention Rates: Single: $6 to $12; Double: $10 to $14; Suites: $14 to $26
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Rates for Meals: Breakfast: 65c to $1.25; Lunch: $1.35 to $1.75; Dinner: $2.25 to $4.75
Liquor: Served in hotel
Air Conditioning: 1 banquet and meeting room, some bedrooms
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Blackboards
Other Equipment Available: PA system, spotlights
Parking: Free facilities—out-of-doors

BROOKLYN

Railroads: See New York City
Airlines: See New York City

St. George Hotel

51 Clark St. (Phone: Main 4-5000)
Manager: Norman H. Free
Sales Manager: James Klarnet
Convention Season: All year
Largest Group Accommodated: 500 (500 rooms & 30 suites available
Convention Rates: Single: $5; Double: $8; Suites: $9 to $15
No. Mtg. Rms. & Capacity of Largest: 10 (200)
No. Banquet Rms. & Capacity of Largest: 16 (2,875)
Rates for Meals: Breakfast: from 40c; Lunch: from 65c; Dinner: from $1.25
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: Over 15,000 sq. ft.
Visual Aids Available: Projector
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 overnight
Sports Facilities: Natural salt water swimming pool

BUFFALO

Railroads: B. & O.; B.C.; D.L. & W.; Erie; Gd. Tk.; Int.; Lt.; LV.; N.Y.C.; N.Y.C. & St. L.; PRR; C. & O.; S.B.; Wab.
Airlines: AAL, CAP, AAA

AUDITORIUM

Memorial Auditorium

Main & Terrace (Mohawk 4200)
Manager: Edward Hartnett, Jr.
Exhibit Areas: Arena, 32,329 sq. ft.; Exhibition Floor, 49,980 sq. ft.
Rental Fees and Services: $500 per day, all normal services
Floor Load: Exhibition Hall, unlimited; Arena, 200 lbs. per sq. ft.
Ventilation: Forced Air
Ceiling Height: 14 ft., 60 ft.
P. A. System: Complete
Dimensions, Opening to Exhibit Hall: 13 ft. wide, 11 ft. 3 in.
Columns: Arena, none; Exhibition Hall, 24-in. columns
Utilities: All currents, gas, steam, compressed air, water, drainage
Loading Facilities: Platform, 101 ft. by 16 ft.; railroad siding
Storage Areas: 22,000 sq. ft.

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Meeting Rooms and Capacities: One, 1,800; one, 700; one, 1,200; one, 500; two, 600; one 15,000; two, from 25 to 75
Facilities for Food Functions and Banquet Capacity: Complete facilities for banquet of 3,000
Parking Facilities: 500 cars
Distance from Business District: In business district

Hotel Buffalo (HSMA)

Washington & Swan Sts. (Phone: WA-4560)
Manager: J. V. Parlato
Sales Manager: G. D. McWilliam
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms & 10 suites available)
Convention Rates: Single: from $4.25; Double: from $7.50; Suites: from $15
No. Mtg. Rms. & Capacity of Largest: 8 (850)
No. Banquet Rms. & Capacity of Largest: 8 (650)
Rates for Meals: Breakfast: 50c; Lunch: $1.35; Dinner: $2.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 350 sq. ft. on one floor
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: 35c to 50c per hour

Lafayette Hotel (HSMA)

Clinton & Washington Sts. (Phone: CI-5470)
Manager: Kenneth A. Kelly
Sales Manager: E. J. Bachman, Jr.
Convention Season: All year
Largest Group Accommodated: 400 (175 rooms & 6 suites available)
Convention Rates: Single: from $5.25; Double: from $8; Suites: from $22
No. Mtg. Rms. & Capacity of Largest: 10 (550)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Rates for Meals: Breakfast: $1.25 to $1.50; Lunch: $2 to $3.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: 1 Banquet Room
Net Exhibit Space: 5,298 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Garage—$1.25 for 24 hrs, $7 per week

Sheraton Hotel

See Advertisement, Page 24

715 Delaware Ave. (Phone: Grant 2121)
Manager: Ben C. Amsden
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms & 10 suites available)
Convention Rates: Single: $5.50 to $8.50; Double: $9 to $11; Suites: $12 to $16
No. Mtg. Rms. & Capacity of Largest: 7 (250)
No. Banquet Rms. & Capacity of Largest: 7 (200)
Rates for Meals: Breakfast: 80c to $1.25; Lunch: $1 to $2; Dinner: $2.25 to $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,100 sq. ft.
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, platforms
Parking: 75c overnight

Hotel Statler (HSMA)

See Advertisement, Page 9

107 Delaware Ave. (Phone: Mohawk 1000)
General Manager: Theodore Krueger
Sales Manager: Alan F. Schnell, Jr.
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms and 25 suites available)
Convention Rates: Single: $6 to $10; Double: $8.50 to $13; Suites $23.50 to $37
No. Mtg. Rms. & Capacity of Largest: 16 (1,200)
No. Banquet Rms. & Capacity of Largest: 15 (1,000)
Rates for Meals: Breakfast: from $2; Lunch: from $2.75; Dinner: from $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 14,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 for 24 hours, 35c to 50c per hour

COOPERSTOWN

Railroads: D. & H.

The Otesaga Hotel (HSMA)

See Advertisement, Page 13

(Phone: 888)
Manager: H. J. Merrick, Jr.
Convention Season: June & after Labor Day
Largest Group Accommodated: 250 (141 rooms available)
Convention Rates: Single: $20; Double: $28; Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 6,500 sq. ft. on one floor
Visual Aids Available: Blackboards, easels, movie screen
Other Equipment Available: PA system, spotlights, platforms
Parking: Free facilities
Sports Facilities: Golf, Shuffleboard, Swimming

ELMIRA

Railroads: D.L. & W.; Erie; L.V.; PRR
Airlines: AAL, CAP

Mark Twain Hotel

W. Gray St. (Phone: Elmira 6221)
Managing Director: W. C. Emerson
Resident Manager: John C. Lamers
Convention Season: All year
Largest Group Accommodated: 700 (300 rooms and 15 suites available)
Convention Rates: Single: $5.50; Double: $8.50; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 8 (600)
No. Banquet Rms. & Capacity of Largest: 8 (600)
Rates for Meals: Breakfast: 50c to $1.50; Lunch: 65c to $1.25; Dinner: $2 to $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 75 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 6,312 sq. ft. on one floor
Visual Aids Available: Screens, stereoptical machines
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per night
Sports Facilities: Golf, Horseback riding, Bowling

FOREST HILLS

Railroads: L. I.

Forest Hills Inn

1 Station Sq. (Phone: Boulevard 8-1900)
Manager: John C. Newton, Jr.
Sales Manager: Robert Adams
Convention Season: All year
Largest Group Accommodated: 250 (10 rooms available)
Convention Rates: Double: $12
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 4 (250)
Rates for Meals: Breakfast: from $1; Lunch: from $2.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms
Charges for Banquet & Mtg. Rms.: Variable
Visual Aids Available: Easel, 2 blackboards
Other Equipment Available: PA System, spotlights, movable platform
Parking: Garage—$1.25 per day
Sports Facilities: Tennis

GROSSINGER

Bus Service: Intercity Transportation Co.—from New York City

Grossinger Hotel

(Phone: Liberty, N. Y. 960)
Manager: Paul Grossinger
Sales Manager: Nat Tashman
Convention Season: Sept. to Jan. 15, Mar. to July
Largest Group Accommodated: 500 (200 rooms available)
Convention Rates: Seasonal—American Plan only
No. Mtg. Rms. & Capacity of Largest: 3 (1,500)
No. Banquet Rms. & Capacity of Largest: 1 (1,200)
Liquor: Served in hotel
Net Exhibit Space: 7,000 sq. ft. on one floor
Visual Aids Available: 16mm projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Tennis, Riding, Swimming, Fishing, Boating, Softball, Handball, Ice Skating

KIAMESA LAKE

Bus Service: Shortline System; Intercity Transportation Co.—from New York City

Concord Hotel

(Phone: Chickering 4-0771)
Manager: Ray Parker

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IN CANADA
Montreal—Sheraton-Mt. Royal, The Laurentien
Toronto—King Edward
Niagara Falls—Sheraton-Brock
Hamilton—Royal Connaught
Windsor—Prince Edward

Sales Manager: Jay Cohen
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms and 20 suites available)
Convention Rates: from $14 to $30 American Plan per person, per day
No. Mtg. Rms. & Capacity of Largest: 10 (1,200)
No. Banquet Rms. & Capacity of Largest: 2 (1,200)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 200 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 50,000 sq. ft. on one floor
Visual Aids Available: 16mm sound projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming pool, Golf

LAKE PLACID

Railroads: N.Y.C.
Airlines: CAI

St. Moritz Hotel

31 Saranac Ave. (Phone: Lake Placid 600)
Manager: W. L. Rumney
Convention Season: May 1st to June 30; Sept. 1 to Nov. 15
Largest Group Accommodated: 200 (100 rooms available)
Convention Rates: Single: $12 to $14; Double: $20 to $24; Rates for American Plan. European Plan may be had, if desired.
No. Mtg. Rms. & Capacity of Largest: 3 (100)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $3.50 to $4.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Parking: Facilities available
Sports Facilities: Tennis, Shuffleboard, Golf at nearby Country Club

LIBERTY

Railroads: N.Y.O. & W.

Young's Gap Hotel

(Phone: Liberty (N.Y.) 700)
Manager: Wolf Olkin
Convention Season: All year except July & Aug.
Largest Group Accommodated: 400 (200 rooms available)
Convention Rates: Single: $20; Double $28; Rates are for American Plan.
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Rates for Meals: Breakfast: 50c to $1.25; Lunch: 85c to $1.65; Dinner: $3 to $4.50
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA System, spotlights, stage
Parking: Free facilities
Sports Facilities: Tennis, Golf, Swimming pool, Skiing, Ice skating, Tobogganing

LIVINGSTON MANOR

Railroads: N.Y.O. & W.

White Roe Lake Hotel

(Phone: Livingston Manor (N.Y.) 770)
Manager: John Weiner
Convention Season: May 25 to Oct. 1
Largest Group Accommodated: 350 (175 rooms available)
Convention Rates: $12 per person, per day, American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 2 (550)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft.
Visual Aids Available: 16mm projector, automatic slide projector
Other Equipment Available: PA System, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Tennis, Swimming in private lake, Riding

MONTAUK

Railroads: Long Island

Montauk Manor (HSMA)

See Advertisement, Page 26

(Phone: Montauk Point 8-2311)
Managing Director: James J. Carrol
Resident Manager: Jay J. Murray
Convention Season: June 1 to Oct. 1
Largest Group Accommodated: 350 (200 rooms & 6 suites available)
Convention Rates: Single: $19 to $20; Double: $32 to $34; Suites: $12. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 3 (350)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, platforms
Parking: Garage—$1 per night
Sports Facilities: Golf, Tennis, Riding, Swimming

NEW YORK CITY

Railroads: B. & O.; J.C.; D.L. & W.; Erie; H. & M.; L.V.; L.I.; N.J. & N.Y.; N.Y.C.; N.Y., N.H. & H.; N.Y.O. & W.; N.Y.S. & W.; Penna.; S.I.R.T.; W.S.
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AUDITORIUMS

Kingsbridge Armory

29 West Kingsbridge Rd., Bronx (LU 4-5700)
Manager: Ed Cullen, Superintendent
Exhibit Areas: 180,000 sq. ft.
Rental Fees and Services: $1,000-$1,500 per day; half rate for erection and dismantling time; no services included
Floor Load: Unlimited
Ventilation: Natural draft; 2 exhaust fans
Ceiling Height: 105 ft.
P. A. System: Available on rental
Dimensions, Opening to Exhibit Hall: 13 ft. high by 12 ft.; 25 ft. high by 20 ft.
Columns: None
Utilities: Water, gas, sewer, AC current—3-phase, 208 V, single-phase, 118 V, 60 cycle
Loading Facilities: Unload directly on floor
Storage Areas: 40,000 sq. ft.
Meeting Rooms and Capacities: 12 rooms seat up to 100; other rooms seat 1,000, 750, 400 and two seat 150 each
Facilities for Food Functions and Banquet Capacity: Dining room seats 510 for banquet
Parking Facilities: 3,000 cars, adjoining streets
Distance from Business District: 28 minutes by subway; 30 minutes by cab

Madison Square Garden

307 W. 49th St. (COlumbus 5-6800)
Manager: E. M. Mullany
Exhibit Areas: Exhibition Hall, 50,000 sq. ft.
Rental Fees and Services: $1,000 per day; $500 per day for moving in and out; no services included in rental
Floor Load: 125 lbs. per sq. ft.
Ceiling Height: 14 ft.
P. A. System: Has to be installed
Dimensions, Opening to Exhibit Hall: 10 ft. wide by 12 ft. high
Columns: 30 ft. centers
Utilities: AC and DC current, water, gas
Loading Facilities: Ample
Storage Areas: 1,400 sq. ft.
Meeting Rooms: None
Parking Facilities: Adjacent to building
Distance from Business District: In midtown

69th Regiment Armory

26th St. & Lexington Ave. (MU 4-6170)
Manager: Lt. Col. H. M. Lutz
Exhibit Areas: 32,000 sq. ft.
Rental Fees and Services: $685 per day; no service included
Floor Load: 180 lbs. per sq. ft.
Ventilation: Natural
Ceiling Height: 100 ft.
P. A. System: Available on rental
Dimensions, Opening to Exhibit Hall: 10 ft. by 8 ft.
Elevators and Capacities: One freight, 4,000 lbs.
Columns: None
Utilities: AC 3-phase-208 V, single-phase-118 V, 60 cycle
Loading Facilities: Street level door
Meeting Rooms: None
Facilities for Food Functions and Banquet Capacity: Restaurant can handle 250
Parking Facilities: None
Distance from Business District: In heart of city

71st Infantry Regiment Armory

34th St. and Park Ave. (MU 5-2400)
Manager: Col. Donald Sherman
Exhibit Areas: 40,000 sq. ft.
Rental Fees and Services: $1,000 per day; no services included
Floor Load: Unlimited
Ventilation: Windows
Ceiling Height: 100 ft.; 9 ft. under balcony
P. A. System: Available on rental
RCmPA..A
Dimensions, Opening to Exhibit Hall: 10 ft. high, 10 ft. wide
Columns: None
Utilities: AC current single and three-phase, 60 cycle
Loading Facilities: Door from street level
Storage Areas: On balconies
Facilities for Food Functions and Banquet Capacity: Restaurant seating up to 300
Packing Facilities: None
Distance from Business District: In business district

Hotel Astor (HSMA)

See Advertisement, Page 28

Times Square (Phone: Judson 6-3000)
Manager: L. Furch
Sales Manager: Robert D. Howard
Convention Season: All Year
Largest Group Accommodated: 1,600 (800 rooms and 150 suites available)
Convention Rates: Single: from $8; Double: from $12; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 48 (3,000)
No. Banquet Rms. & Capacity of Largest: 48 3,000)
Rates for Meals: Breakfast: from $2.75; Lunch: from $3.50; Dinner: from $6
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, suites
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 30,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

Barbizon Plaza Hotel (HSMA)

106 Central Park South (Phone: Circle 7-7000)
Manager: David S. Racusin
Sales Manager: Charles D. Erickson
Convention Season: All year
Largest Group Accommodated: 700 (700 rooms and 12 suites available)
Convention Rates: Single: $6 to $9; Double: $11 to $13; Suites: $24

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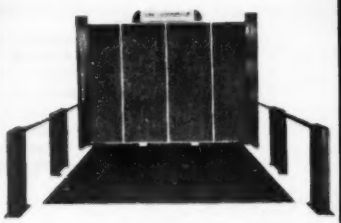
38th National Hotel Exposition, Kingsbridge Armory

New improved aluminum booths with blue bengaline backgrounds and rail drapes — nearly 2,000 units on hand.



Sturdy plywood backgrounds with mahogany-finished pilasters and rails. 1500 units available.

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ASSOCIATIONS & SHOW MANAGERS are invited to write for literature.

IVEL CORPORATION

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96-18 43rd Ave., Corona 68, New York ILlinois 7-2002

No. Mtg. Rms. & Capacity of Largest: 8 (530)
No. Banquet Rms. & Capacity of Largest: 3 (200 seated, 450 buffet style)
Rates for Meals: Breakfast: 85c to $1.65; Lunch: $1.85 to $2.50; Dinner: $2.85 to $3.95
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and some bedrooms
Charges for Banquet & Mtg. Rms.: Meetings only —$25 to $100
Net Exhibit Space: 15,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $2.50 daily with service

Beekman Tower Hotel

See Advertisement, Page 29
49th St. & East River (Phone: Eldorado 5-7300)
Manager: Florence Keenan
Sales Manager: Louise M. Lee
Convention Season: All Year
Largest Group Accommodated: 200
Convention Rates: Single: $6 to $8; Double: $8 to $14; Suites: $12 to $22
No. Mtg. Rms. & Capacity of Largest: 6 (365)
No. Banquet Rms. & Capacity of Largest: 6 (250)
Rates for Meals: Breakfast: from $2; Lunch: from $3; Dinner: from $3.50; Banquet prices in private rooms.
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage.
Parking: $2.00 per night

Belmont Plaza Hotel (HSMA)

49th & Lexington Avenue (Phone: Plaza 5-1200)
Manager: John J. Woelfle
Sales Manager: Garry Hiers
Convention Season: All Year
Largest Group Accommodated: 600 (300 rooms and 15 suites available)
Convention Rates: Single: $7 to $9; Double: $10 to $12; Suites: $15-$35
No. Mtg. Rms. & Capacity of Largest: 9 (400)
No. Banquet Rms. & Capacity of Largest: 9 (400)

IMMEDIATE INFORMATION AVAILABLE BY LOCAL TELEPHONE IN THESE CITIES:

CHICAGO	CE 6-2100
WASHINGTON	DE 0005
BOSTON	HU 2-2222
KANSAS CITY	WE 6100
ST. LOUIS	CE 5770
PITTSBURGH	AT 1-5600
FORT WORTH	FA 3151
SAN FRANCISCO	YU 6-4621

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David J. Martin, *Vice-President*

Paul F. Chatelain, *Promotion Manager*

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MUrray Hill 7-7000 · Teletype: NY1-3494

Rates for Meals: Breakfast: from $2.50; Lunch: from $3.50; Dinner: from $5
Liquor: Served in hotel
Air Conditioning: Banquet & meeting roms; some bedrooms.
Charges for Banquet & Mtg. Rms.: $2 to $250 daily for meeting rooms. None, if meal with meeting.
Net Exhibit Space: 9,450
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage.
Parking: $2 daily

The Hotel Biltmore (HSMA)

See Advertisement, Page 28

Madison Ave. at 43rd St. (Phone: Murray Hill 7-7000)
Vice President: David J. Martin
Promotion Mgr.: Paul F. Chatelain
Convention Season: All year
Largest Group Accommodated: 1,000
No. Mtg. Rms. & Capacity of Largest: (1,000)
No. Banquet Rms. & Capacity of Largest: (800)
Rates for Meals: Breakfast: $3; Lunch: from $4; Dinner: from $6
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, guest rooms and suites
Net Exhibit Space: 9,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage built according to specifications

Commodore Hotel (HSMA)

42nd St. & Lexington Avenue (Phone: Murray Hill 6-6000)
Manager: G. H. Howard
Sales Manager: W. L. Buckley
Convention Season: All year
Largest Group Accommodated: 2,500 (1,000 rooms and 75 suites available)
Convention Rates: Single: $6 to $10; Double: $9.50 to $15; Suites: $18 to $30
No. Mtg. Rms. & Capacity of Largest: 17 (2,200)
No. Banquet Rms. & Capacity of Largest: 6 (1,800)
Rates for Meals: Breakfast: from 40c; Lunch: from 90c; Dinner: from $1.10
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, some bedrooms.
Net Exhibit Space: 20,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

Hotel Concourse Plaza

Grand Concourse at 161st St. (Phone: Cypress 3-4000)
Manager: Frank W. Kridel
Sales Manager: Eugene P. Lynn
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms and 20 suites available)
Convention Rates: Single: from $5; Double: from $8; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 10 (1,500)
No. Banquet Rms. & Capacity of Largest: 10 (1,200)
Rates for Meals: Breakfast: $2; Lunch: $2.50; Dinner: $4.50
Liquor: Served in hotel
Air Conditioning: Some banquet & meeting rooms
Charges for Banquet & Mtg. Rms.: $20 to $600
Other Equipment Available: PA system, spotlights, stage
Parking: $2.50

Essex House (HSMA)

160 Central Park South (Phone: Circle 7-0300)
Managing Director: Vincent J. Coyle
Convention Season: All year
Largest Group Accommodated: 200 (150 rooms and 50 suites available)
Convention Rates: Single: from $10; Double: from $13
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: 85c; Lunch: $1.85; Dinner: $3.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 50 bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 5,500 sq. ft. on one floor
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage

Gotham Hotel (HSMA)

See Advertisement, Page 29

Fifth Ave. & 55th St. (Phone: Circle 7-2200)
Manager: Edwin O. Kirkeby
Sales Manager: Sidney A. Kirk
Convention Season: All year
Largest Group Accommodated: 50 (25 rooms and 10 suites available)
Convention Rates: Single: $9 to $12; Double: $14 to $17; Suites: $22 to $47
No. Mtg. Rms. & Capacity of Largest: 3 (125)
No. Banquet Rms. & Capacity of Largest: 2 (125)
Rates for Meals: A la carte
Liquor: Served in hotel
Air Conditioning: Yes
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 3,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Garage service $2.50 per day

Governor Clinton Hotel (HSMA)

See Advertisement, Page 29

7th Ave. & 31st St. (Phone: Pennsylvania 6-3400)
Exec. VP & Mng. Dir.: Allan Seserman

A Kirkeby Hotel

The Gotham
NEW YORK

FIFTH AVENUE AT FIFTY-FIFTH STREET
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More and more organizations are learning that the "smaller" meetings are most successful when held in a first-class hotel which specializes in "smaller" groups.
At BEEKMAN TOWER you receive the UNDIVIDED attention of an experienced staff . . . where every member, from manager to houseman, is sincerely interested in making YOUR meeting a success.
Quiet, friendly atmosphere . . . ideal for group concentration.
Delicious food . . . reasonable prices . . . excellent service.
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15 public meeting rooms to accommodate 10 to 350
1200 outside rooms with bath, circulating ice water, Servidor and radio.
7th Ave. at 31st St. (Opposite Penn Station)
NEW YORK CITY

Dir. of Sales: Sheperd Henkin
Convention Season: All year
Largest Group Accommodated: 1,000 (650 rooms and 10 suites available)
Convention Rates: Single: $6 to $8; Double: $8.50 to $14; Suites: $15 to $30
No. Mtg. Rms. & Capacity of Largest: 15 (500)
No. Banquet Rms. & Capacity of Largest: 15 (500)
Rates for Meals: Breakfast: from 40c; Lunch: from 95c; Dinner: from $1.45
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 5,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Garage Service $2.50 first day; $2.00 subsequent days.

Henry Hudson Hotel (HSMA)

353 W. 57th St. (Phone: CO 5-6100)
Manager: John Paul Stack
Sales Manager: Frank W. Berkman
Convention Season: All year
Largest Group Accommodated: 700 (350 rooms and 50 suites available)
Convention Rates: Single: $4 to $6; Double: $7 to $12; Suites: $14 to $25
No. Mtg. Rms. & Capacity of Largest: 11 (827)
No. Banquet Rms. & Capacity of Largest: 11 (750)
Rates for Meals: Breakfast: 35c to $1.60; Lunch: 85c to $1.50; Dinner: $1.60 to $2.75
Liquor: Served in hotel
Air Conditioning: Some
Net Exhibit Space: 3,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $2.50 for 24 hours

Lexington Hotel (HSMA)

See Advertisement, Page 32

Lexington Ave. & 48th St. (Phone: Plaza 5-4400)
Manager: Geo. W. Miller
Sales Manager: Chas. F. Knapp
Convention Season: All year
Largest Group Accommodated: 150 (100 rooms and 10 suites available)
Convention Rates: Single: $7.50 to $9.50; Double: $10.50 to $14; Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 3 (125)
Rates for Meals: Breakfast: from 75c; Lunch: from $1.35; Dinner: from $1.50, plus gratuities and taxes
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 2,750 sq. ft. on one floor
Other Equipment Available: PA system, spotlights
Parking: $1.75 overnight

New Weston Hotel

34 E. 50th St. (Phone: Plaza 3-4800)
Manager: J. T. McTighe
Sales Manager: J. A. Zaccaria
Convention Season: All year
Largest Group Accommodated: 275 (135 rooms available)
Convention Rates: Single: $8; Double: $12; Suites $28 to $50
No. Mtg. Rms. & Capacity of Largest: 5 (80)
No. Banquet Rms. & Capacity of Largest: 5 (80)
Rates for Meals: Breakfast: $2.50; Lunch: $4; Dinner: $5 (in private dining rooms)
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: Variable. No charge if meals are served.
Net Exhibit Space: 3,000 sq. ft.
Parking: Garage Service: $2 a day

Hotel New Yorker (HSMA)

See Advertisement, Page 31

34th St. & 8th Ave. (Phone: Longacre 3-1000)
Gen. Mgr.: Frank Wangeman
Sales Manager: Duane W. Carlton
Convention Season: All year
Largest Group Accommodated: 2,000 (1,200 rooms and 50 suites available)
Convention Rates: Single: from $5; Double: from $9· Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 11 (900)
No. Banquet Rms. & Capacity of Largest: 11 (650)
Rates for Meals: Breakfast: $2.25; Lunch: $3; Dinner: $5
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms
Charges for Banquet & Mtg. Rms.: from $15
Net Exhibit Space: 10,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $2.50 for 24 hour service

Park Sheraton Hotel (HSMA)

See Advertisement, Page 30

202 W. 56th St. (Phone: Circle 7-8000)
Manager: Ralph H. Freeman
Sales Manager: Justin P. Quinn
Convention Season: All year
Largest Group Accommodated: 700 (800 rooms & suites available)
Convention Rates: Single: from $6.85; Double. from $9.85; Suites: from $12.85
No. Mtg. Rms. & Capacity of Largest: 11 (600)
No. Banquet Rms. & Capacity of Largest: 11 (500)
Rates for Meals: Breakfast: from 35c; Lunch: from 80c; Dinner: from $1.50
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, 200 bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 4,002 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $2.50 per 24 hours
Sports Facilities: Golf school & driving range on roof

The Plaza (HSMA)

59th St. & 5th Ave. (Phone: PL 9-3000)
Manager: Porter Parris
Sales Manager: Clyde J. Harris
Convention Season: All year
Largest Group Accommodated: 1,000 (250 rooms and 50 suites available)
Convention Rates: Single: $10 to $16; Double: $16 to $26; Suites: from $26
No. Mtg. Rms. & Capacity of Largest: 5 (1,000)
No. Banquet Rms. & Capacity of Largest: 6 (800)
Rates for Meals: Breakfast: from $3; Lunch: from $4; Dinner: from $7
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and bedrooms
Net Exhibit Space: 400 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: $2.50 (short parking), $3 for longer

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PARK SHERATON

You're in the most exciting part of New York at the Park Sheraton. Close to fine shops, a stroll to all theaters. Yet many rooms and suites overlook beautiful Central Park. Ballroom accommodates 500 for dinner or meetings. 8 other function rooms accommodate from 25 to 250 people.

Experienced Convention Staff
Ralph H. Freeman, General Manager

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THE New Yorker

The New Yorker, now a Hilton Hotel, is taking progressive steps to make your conventions more successful. Many improvements are underway including: thorough refurbishing of public rooms, dictaphone service with facilities for mailing records, special floors for exclusive occupancy of women guests and installation of air-conditioning to more and more guest rooms. Along with these improved facilities, you'll find the high Hilton standard of service and hospitality will make your New Yorker conventions more efficient and effective.

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- 2500 outside rooms with comfortable accommodations—many with TV.
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- Fully equipped air-conditioned conference rooms—blueprints on request.
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- Professional help on convention advertising, promotion and entertainment.
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For convention information write, phone LOngacre 3-1000 or Teletype (NY 1-1384) Duane W. Carlton, Director of Sales.

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BOSTON—73 Tremont Street—Telephone: Capitol 7-8035
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PHILADELPHIA—160 North 15th Street—Telephone: Locust 4-5824
PITTSBURGH—550 Grant Street—Telephone: Grant 1-1201

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34th Street at Eighth Avenue, New York 1, N. Y.
Direct Tunnel Connection to Pennsylvania Station
Frank G. Wangeman, General Manager *Gene Voit, Manager*

MIDDLE ATLANTIC
N. Y., New York (cont.)

Prince George Hotel (HSMA)
14 E. 28th St. (Phone: Lexington 2-7800)
Manager: C. F. Rogers, Jr.
Sales Manager: Wm. A. Smith, Jr.
Convention Season: All year
Largest Group Accommodated: 400 (300 rooms and 15 suites available)
Convention Rates: Single: $5 to $9; Double: $8 to $11.50; Suites: $17.50 to $18.50
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: $1.50 to $2.75; Dinner: $2.15 to $3.50
Liquor: Served in hotel
Air Conditioning: Dining rooms
Charges for Banquet & Mtg. Rms.: $25 to $100
Net Exhibit Space: 5,000 sq. ft. on one floor
Visual Aids Available: Easels, blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: $2 per night

Hotel Roosevelt (HSMA)
Madison Ave. at 45th St.
(Phone: Murray Hill 6-9200)
Manager: Edward L. Buckley
Sales Manager: Robert W. Keilt
Convention Season: All year
Largest Group Accommodated: 3,000 (900 rooms and 50 suites available)
Convention Rates: Single: from $6.50; Double: from $10.50; Suites: from $25
No. Mtg. Rms. & Capacity of Largest: 25 (1,250)
No. Banquet Rms. & Capacity of Largest: 20 (1,000)
Rates for Meals: Breakfast: from $2.50; Lunch: from $3.50; Dinner: from $6
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, 250 bedrooms
Charges for Banquet & Mtg. Rms.: No charge when meals served
Net Exhibit Space: 10,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $2.50 per day, pick-up and delivery service

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Hawaiian Room

● Just 3 minutes from New York City's Grand Central Terminal and conveniently near to the Fifth Avenue shopping district, the Lexington is centrally located. Its 801 outside rooms are all equipped with combination tub and shower bath, circulating ice water, full-length mirror, and 4-station radio. Television.

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Hotel Lexington

Charles E. Rochester, President

Geo. W. Miller, Manager

LEXINGTON AVE. AT 48th ST., N. Y. C. 17

St. Moritz Hotel
50 Central Park South (Phone: Plaza 5-5800)
President: Charles Taylor
Sales Manager: Mrs. Alberta Kelley
Convention Season: All year
Largest Group Accommodated: 325
Convention Rates: Single: $6 to $10; Double: $10 to $14; Suites: from $16
No. Mtg. Rms. & Capacity of Largest: 6 (325)
Rates for Meals: Breakfast: from 75c; Lunch: from $1.25; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Visual Aids Available: Easels, blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: Garage nearby

The Savoy-Plaza Hotel (HSMA)
5th Ave. & 58th St. (Phone: Eldorado 5-2600)
Manager: John F. Isard
Sales Manager: John H. Sienold
Convention Season: All year
Largest Group Accommodated: 300
Convention Rates: Single: $11 to $18; Double: $15 to $22; Suites: $24 to $44
No. Mtg. Rms. & Capacity of Largest: 9 (250)
No. Banquet Rms. & Capacity of Largest: 9 (250)
Rates for Meals: Breakfast: from $1.15; Lunch: from $2.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 100 bedrooms, lobby, restaurants
Charges for Banquet & Mtg. Rms.: No charge when meals served
Net Exhibit Space: 9,700 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $2.50

Shelton Hotel
525 Lexington Ave. (Phone: Plaza 5-4000)
Manager: C. Fitzgerald
Sales Manager: E. A. Darrow
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms and 20 suites available)
Convention Rates: Single: $6.50 to $13; Double: $8.50 to $16; Suites: $15 to $20
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Rates for Meals: Breakfast: $2; Lunch: $2.75; Dinner: $4
Liquor: Served in banquet rooms, dining rooms and bar
Air Conditioning: Some rooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 5,358 sq. ft.
Other Equipment Available: PA system
Parking: $2.50 per night
Sports Facilities: Swimming pool

Statler Hotel (HSMA)
See Advertisement, Page 9
7th Ave. & 33rd St. (Phone: Pe 6-5000)
Manager: Thomas F. Troy
Sales Manager: Hugh McKerney
Convention Season: All year
Largest Group Accommodated: 2,000 (1,000 rooms and 45 suites available)
Convention Rates: Single: $6; Double: $9; Twins: $11; Suites: $25
No. Mtg. Rms. & Capacity of Largest: 14 (2,000)
No. Banquet Rms. & Capacity of Largest: 14 (1,800)
Rates for Meals: Breakfast: $2.25; Lunch: $3.25; Dinner: $4.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 100 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 39,172 sq. ft.
Visual Aids Available: 16mm sound projector, motion picture screens
Other Equipment Available: PA system, spotlights, stage
Parking: $2.50 for 24 hours
Sports Facilities: Swimming pool

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The Vanderbilt Hotel (HSMA)
4 Park Ave. (Phone: Murray Hill 3-4000)
Manager: Thomas J. Kelley II

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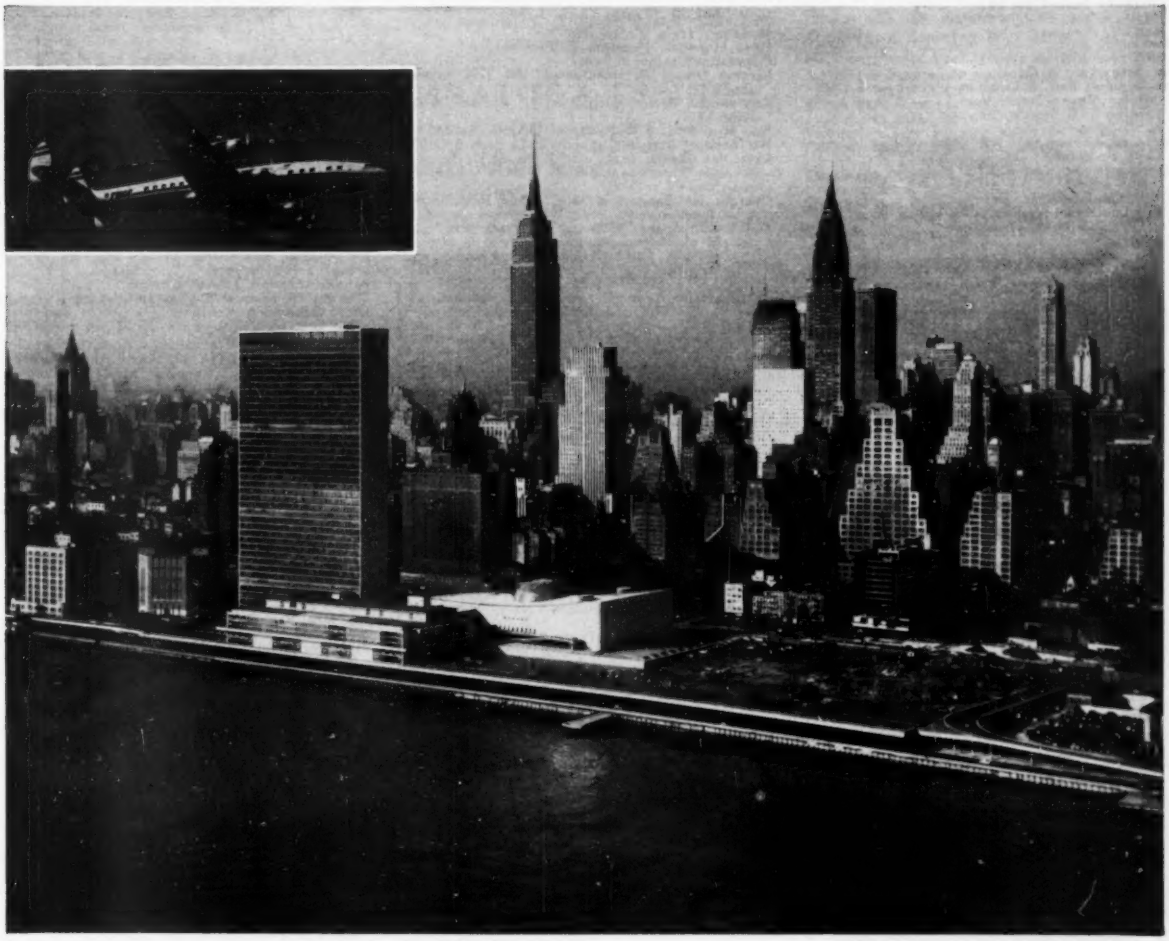

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Sales Manager: Victor E. Barrett
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms and 25 suites available)
Convention Rates: Single: from $6; Double: from $8.50; Suites: from $16
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Rates for Meals: Lunch: from $3.50; Dinner: from $5—plus 15% gratuity and 3% tax
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: No charge if meals served
Visual Aids Available: None
Other Equipment Available: PA system, spotlights,
Parking: Garage—$2.50 per day

The Warwick Hotel (HSMA)

See Advertisement, Page 32

65 W. 54th St. (Phone: Circle 7-2700)
Manager: Erwin H. Schlicht
Sales Manager: Theodore R. Archibald
Convention Season: All year
Largest Group Accommodated: 250 (250 rooms available)
Convention Rates: Single: $10; Double: $12; Suites: $16
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Rates for Meals: Breakfast: $1 to $2.50; Lunch: $3 to $5; Dinner: $4 to $10
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: No charge when food served
Net Exhibit Space: 4,300 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Parking lots—$1.00

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NIAGARA FALLS

Railroads: N.Y.C.; L.V.; Erie; N. St. C. & T.; N.J.
Airlines: AAL

Hotel Niagara (HSMA)

201 First St. (Phone: 9321)
Manager: Floyd D. Vandervort
Sales Manager: Albert W. Tubbs
Convention Season: Sept. to June
Largest Group Accommodated: 210 (125 rooms and 2 suites available)
Convention Rates: Single: $6 to $9; Double: $9 to $13.50; Suites: $20
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Rates for Meals: Breakfast: 65c to $1.50; Lunch: from $2.25; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: 3 meeting rooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, portable platforms
Parking: $1.50 overnight

POUGHKEEPSIE

Railroads: N.Y. Cent.; N.Y., N.H. & H.
Airlines: CAI

Nelson House (HSMA)

See Advertisement, Page 35

28 Market St. (Phone: 3900)
Manager: Henry J. Kowal
Convention Season: All year
Largest Group Accommodated: 300 (100 rooms and 6 suites available)
Convention Rates: Single: $4.50 to $6; Double: $9 to $10; Suites: $19
No. Mtg. Rms. & Capacity of Largest: 5 (200)
No. Banquet Rms. & Capacity of Largest: 5 (325)
Rates for Meals: Breakfast: 40c to $1.10; Lunch: 75c to $1.25; Dinner: $1.50 to $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None for conventions.
Net Exhibit Space: 1,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights
Parking: 50c day, $1 overnight—garage. 35c day, 75c overnight—lot
Sports Facilities:

Poughkeepsie Inn (HSMA)

Cannon Street (Phone: 3400)
Manager: J. Edward Downes
Sales Manager: Richard T. Downes
Convention Season: All year
Largest Group Accommodated: 200 (120 rooms and 6 suites available)
Convention Rates: Single: $5 to $7; Double: $7 to $10; Suites: $12 to $20
No. Mtg. Rms. & Capacity of Largest: 5 (175)
No. Banquet Rms. & Capacity of Largest: 5 (160)
Rates for Meals: Breakfast: 45c to $1.20; Lunch: 85c to $2; Dinner: $2 to $4.50
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 4,625 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $1 overnight, 50c all day

ROCHESTER

Railroads: N.Y.C.; Erie; L.V.; B. & O.; Penna.
Airlines: AAL, CAP

Powers Hotel

34 W. Main St. (Phone: Locust 6400)
Manager: Joseph J. Stanway
Sales Manager: I. Carl Hansen
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms and 10 suites available)
Convention Rates: Single: $4.75 to $8; Double: $7.25 to $12; Suites: $13 to $19.50
No. Mtg. Rms. & Capacity of Largest: 9 (1,200)
No. Banquet Rms. & Capacity of Largest: 9 (700)
Rates for Meals: Breakfast: $1.50 to $2.50; Lunch: $1.75 to $3; Dinner: $3 to $5.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None if hotel is headquarters
Net Exhibit Space: 8,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

The Hotel Rochester

95 West Main St. (Phone: Locust 8880)
Manager: William P. Foster
Sales Manager: Mr. Bernard Gleason, c/o 4 Park Ave., New York 16, N. Y.
Convention Season: All year
Largest Group Accommodated: 150 (175 rooms available)
Convention Rates: Single: $3.50 to $6.75; **Double:** $5 to $9; **Suites:** $12 to $18
No. Mtg. Rms. & Capacity of Largest: 6 (150)
No. Banquet Rms. & Capacity of Largest: 6 (150)
Rates for Meals: Breakfast: 75c; **Lunch:** $1; **Dinner:** $1.75
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms
Charges for Banquet & Mtg. Rms.: $5 to $15 daily
Net Exhibit Space: 1,000 sq. ft.
Visual Aids Available: Screens, blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: Garage—$1.25 overnight, $1.50 24 hours—(in & out $1.75); Weekly $8.50.

Seneca Hotel (HSMA)

26 Clinton Ave. South (Phone: Hamilton 7800)
Manager: L. H. Strawhecker
Sales Manager: Earl F. Campbell
Convention Season: All year
Largest Group Accommodated: 750 (350 rooms and 12 suites available)
Convention Rates: Single: $6 to $8.50; Double: $9 to $12.50; Suites: $17 to $28
No. Mtg. Rms. & Capacity of Largest: 10 (1,200)
No. Banquet Rms. & Capacity of Largest: 8 (1,000)
Rates for Meals: Breakfast: from 90c; Lunch: from $1.25; Dinner: from $2.15
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 12,000 sq. ft.
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per 24 hours

Sheraton Hotel (HSMA)

See Advertisement, Page 35

111 East Ave. (Phone: Baker 8-400)
Manager: Foster Gurney
Convention Season: All year
Largest Group Accommodated: 400 (350 rooms available)
Convention Rates: Single: $5.45 to $7.45; Double: $8.50 to $11.50; Suites: $18.45 to $34.50
No. Mtg. Rms. & Capacity of Largest: 8 (650)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Liquor: Served in hotel
Charges for Banquet and Mtg. Rms.: None if function is held in hotel
Other Equipment Available: PA system, portable stage
Parking: Facilities available

RYE

Railroads: N.Y., N.H. & H.; Rye Main Line

Westchester Country Club (HSMA)

Phone: Murray Hill 2-4386
Manager: James A. McHugh
Sales Manager: H. B. Dickson
Convention Season: Labor Day to June 30th
Largest Group Accommodated: 200
Convention Rates: Single: $9; Double: $14
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 7 (300)
Rates for Meals: Breakfast: $1.75; Lunch: $2.75; Dinner: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Blackboards, screens, easels, 16mm and 32mm projectors
Other Equipment Available: PA system, spotlights, stage
Parking: Garage—$1.50 per day
Sports Facilities: Golf, Tennis, Baseball, Swimming

SARANAC INN

Railroads: N.Y.C.
Airlines: CAI

Saranac Inn

Saranac Inn Post Office (Phone: Saranac Lake 1800)
Sales Manager: S. A. Kirk
Convention Season: June 1 to July 20, Aug. 25 to Oct. 1
Largest Group Accommodated: 750 (238 rooms available)
Convention Rates: Single: $14 to $18; Double: $26 to $34. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 7 (650)
No. Banquet Rms. & Capacity of Largest: 2 (750)
Liquor: Served in hotel
Net Exhibit Space: 5,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Golf, Tennis, Boating, Fishing

SARATOGA SPRINGS

Railroads: Del. & Hud.; S. & S.

Gideon Putnam Hotel

Geyser Park (Phone: 1980)
Manager: Myron H. Woolley
Convention Season: All year
Largest Group Accommodated: Nov. to Mar.
Convention Rates: 100 (100 rooms and 12 suites available)
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $4
Liquor: Served in hotel
Parking: $1 per night
Sports Facilities: Swimming, Golf, Tennis

SAYVILLE

Railroads: Long Island

Sayville Hotel & Beach Club

311-315-325 Handsome Ave.
Manager: Edward A. Horowitz
Sales Manager: Sam Kalb
Convention Season: Sept. 1 to June 30
Largest Group Accommodated: 500 (150 rooms available)
Convention Rates: Single: $15, Double: $25. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 4 (600)
No. Banquet Rms. & Capacity of Largest: 3 (600)
Rates for Meals: Breakfast: $1.50; Lunch: $2; Dinner: $3 to $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: from $25
Net Exhibit Space: 2,000 sq. ft. on one floor
Other Equipment Available: Spotlights, stage, PA system
Parking: Free facilities available
Sports Facilities: Tennis, Salt water bathing

SCHROON LAKE

Railroads: D. & H.

Scaroon Manor Hotel

(Phone: Schroon Lake 75)
Manager: Joseph Frieber
Convention Season: May, June and Sept.
Largest Group Accommodated: 500
Convention Rates: Double: $10 to $14. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (600)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 700 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Golf, Tennis, Boating, Riding, Handball

SYRACUSE

Railroads: N.Y.C.; D.L. & W.
Airlines: AAL, CAI

AUDITORIUM

Onondaga Country War Memorial

515 Montgomery St. (Syracuse 74-1213)
Exhibit Areas: Lower level, 48,000 sq. ft.; Auditorium, 30,000 sq. ft.
Rental Fees: $400 per event or 15% of ticket sale, whichever is greater
Ventilation: Semi-air conditioned
Ceiling Height: Auditorium, 65 ft.; Exhibit Area, 14 ft. **P.A. System:** Available
Dimensions, Opening to Exhibit Hall: Doors will take truck
Elevators and Capacities: Two passenger and one freight
Columns: None in Auditorium; 33 ft. apart in Exhibit Area

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Utilities: All types of current, steam, water and drainage
Loading Facilities: Forklift trucks, stage door and drive in
Storage Areas: Adjacent to both floors
Meeting Rooms and Capacities: 20, from 10 to 1,000 (one room, 1,000; one, 500; two rooms 200)
Facilities for Food Functions: Two cocktail lounges; facilities for banquets up to 2,500
Distance from Business District: In center of town

Onondaga Hotel (HSMA)
Jefferson at Warren (Phone: 2-1221)

Manager: Pat Miller
Sales Manager: Geo. Gilbert
Convention Season: All year
Largest Group Accommodated: 1,300 (500 rooms and 12 suites available)
Convention Rates: Single: from $5.25; Double: from $8.25; Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 9 (800)
Rates for Meals: Breakfast: from 50c; Lunch: from 85c; Dinner: from $1.45
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 8,160 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per night
Sports Facilities: Golf—20 minutes from hotel

Hotel Syracuse (HSMA)
Warren, Harrison & Onondaga Sts. (Phone: 2-5121)

Manager: James F. Gilday
Sales Manager: James G. Healy
Convention Season: All year
Largest Group Accommodated: 800 (400 rooms and 20 suites available)
Convention Rates: Single $5.50 to $8.50; Double: $8 to $11; Suites: $16.50 to $29
No. Mtg. Rms. & Capacity of Largest: 8 (1,000)
No. Banquet Rms. & Capacity of Largest: 8 (1,000)
Rates for Meals: Breakfast: 50c to $1.65; Lunch: 75c to $2.50; Dinner: $1.45 to $5.50
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 3,600 sq. ft. on one floor
Visual Aids Available: Movie screens, blackboards
Other Equipment Available: Stage
Parking: 75c
Sports Facilities: Golf nearby, Tennis, Swimming, Ice skating, Bowling

TROY
Railroads: N.Y.C.; D. & H.; B. & M.; T.U

The Hendrick Hudson Hotel
200 Broadway (Phone: Ashley 2-7000)

Manager: Leo A. Curley
Convention Season: All year
Largest Group Accommodated: 175 (100 rooms and 5 suites available)
Convention Rates: Single: $6; Double: $8; Suites: $10
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 3 (450)
Rates for Meals: Breakfast: $1.50; Lunch: $2.25; Dinner: $3
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Garage—$1.25 per night

UTICA
Railroads: N.Y.C.; D.L. & W.; N.Y., O. & W.

Hotel Utica (HSMA)
102 Lafayette St. (Phone: 4-4111)

Manager: Garry Riggs
Convention Season: All year
Largest Group Accommodated: 450 (250 rooms and 6 suites available)
Convention Rates: Single: $5.50 to $7.50; Double: $8 to $11.50; Suites: $14 to $18.25
No. Mtg. Rms. & Capacity of Largest: 12 (750)
No. Banquet Rms. & Capacity of Largest: 11 (500)
Rates for Meals: Breakfast: from 65c; Lunch: from 95c; Dinner: from $1.85
Liquor: Served in hotel
Air Conditioning: 2 banquet rooms and all restaurants
Net Exhibit Space: 2,310 sq. ft.
Visual Aids Available: Movie screen
Other Equipment Available: Stage
Parking: $1.25 per night
Sports Facilities: Tennis, Swimming, Golf, Curling, Handball

WATERTOWN
Railroads: N.Y.C.

Hotel Woodruff (HSMA)
Public Square (Phone: 2400)

Manager: Lanson M. Boyer
Convention Season: Sept. to June 30
Largest Group Accommodated: 500 (325 rooms and 10 suites)
Convention Rates: Single: from $5; Double: from $8; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Rates for Meals: Breakfast: from 55c; Lunch: from 90c; Dinner: from $2.75
Liquor: Served in hotel
Air Conditioning: Rooms and suites
Charges for Banquet & Mtg. Rms.: from $25 daily
Net Exhibit Space: 2,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 overnight inside
Sports Facilities: Fishing, Swimming, Boating, Tennis, Golf, Riding, Skiing, Tobogganing

WHITEFACE
Railroads: N. Y. Cent.
Airlines: CAI

Whiteface Inn
(Phone: Lake Placid 130)

Manager: H. W. Haynes
Convention Season: May 15 to July 15, Sept. 1 to Oct. 15
Largest Group Accommodated: 375 (200 rooms and 12 suites available)
Convention Rates: Single: $18; Double: $32; Suites: $40; Rate for American Plan.
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 1 (400)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $4
Liquor: Served in hotel
Net Exhibit Space: 3,400 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities available
Sports Facilities: Golf, Tennis, Boating, Bathing

PENNSYLVANIA

ALLENTOWN
Railroads: L.V.; J.C.; L. & N.E.; Reading
Airlines: UAL, TWA, CAI

Americus Hotel (HSMA)
6th & Hamilton Sts. (Phone: Hemlock 46101)

VP & Gen. Mgr.: Harry W. Clark
Resident Manager: Blair S. Hefkin
Convention Season: All year
Largest Group Accommodated: 450 (326 rooms and 10 suites available)
Convention Rates: Single: $5 to $5.50; Double: $8 to $8.50; Twin: $9 to $10; Suites: $12 to $14
No. Mtg. Rms. & Capacity of Largest: 13 (600)
No. Banquet Rms. & Capacity of Largest: 13 (375)
Rates for Meals: Breakfast: $1.25; Lunch: $1.50; Dinner: $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None when food served or to convention delegates
Net Exhibit Space: 1,500 sq. ft. on one floor
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, platform
Parking: $1 overnight

ALTOONA
Railroads: Penna.
Airlines: AAA

Hotel Penn Alto (HSMA)
13th Ave. & 12th St. (Phone: Altoona 3-6171)

Manager: Herbert A. Hanson
Sales Manager: Margaret S. McDowell
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 2 suites available)
Convention Rates: Single: from $4.75; Double: from $8.50; Suites: from $11.25
No. Mtg. Rms. & Capacity of Largest: 12 (500)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Rates for Meals: Breakfast: 45c to $1.20; Lunch: 85c to $1.25; Dinner: $2 to $3.25; Lunch Banquet: from $1.75; Dinner Banquet: $2.50 to $3.25
Liquor: Served in hotel
Air Conditioning: Meeting and banquet rooms and 26 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,110 sq. ft. on one floor
Visual Aids Available: Two screens—52" x 70" each
Other Equipment Available: PA system, spotlights, stage
Parking: 75c overnight in lot. 25c 1st 2 hours, 10c each additional hour

BEDFORD
Railroads: Penna.; H. & B.T.M.

Bedford Springs Hotel (HSMA)
Phone: Bedford 500

Manager: Donald D. Shoemaker
Convention Season: Apr. 21 to Nov. 12
Largest Group Accommodated: 500 (440 rooms and 10 suites available)
Convention Rates: Single: $17; Double: $26; Suites: $34 to $50. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft.
Visual Aids Available: 16mm movie projector, 35mm slide projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities

BETHLEHEM
Railroads: L.V.; P.B. & N.E.; Reading; J.C.; L. & N.E.
Airlines: UAL, TWA, CAI

Hotel Bethlehem (HSMA)
427-447 Main St.

Manager: Norman J. Canfield
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms and 3 suites available)
Convention Rates: Single: $5 to $6; Double: $7.50 to $9; Suites: $14
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Rates for Meals: Breakfast: from 55c; Lunch: from 75c; Dinner: from $1.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights
Parking: Free facilities

BUCK HILL FALLS
Railroads: Del., Lackawanna & West.

The Inn (HSMA)
See Advertisement, Page 37
(Phone: Cresco 3711)
Manager: Clifford R. Gillam
Convention Season: From late Oct. to mid-June
Largest Group Accommodated: 425 (300 rooms available)
No. Mtg. Rms. & Capacity of Largest: 6 (900)
No. Banquet Rms. & Capacity of Largest: 2 (425)
Visual Aids Available: 32mm and 16mm movie projectors, slide projectors
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Golf, Tennis, Bowling on the green, Horseback riding, Swimming, Fishing

BUSHKILL
Railroads: D.L. & W.

Bushkill Falls House
(Phone: Bushkill 178)
Manager: Frank L. Pipher

Convention Season: May, June, Sept.
Largest Group Accommodated: 250 (125 rooms available)
Convention Rates: $8 to $12 daily per person on American Plan
No. Mtg. Rms. & Capacity of Largest: 4
No. Banquet Rms. & Capacity of Largest: 1 (250)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 120 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming pool, Private lake, Tennis, Softball, Handball, Shuffleboard, Quoits, Croquet, Ping Pong, Badminton, Putting golf, Basketball, Archery, Volleyball, Horseback riding, Golf

EAGLES MERE

Railroads: Penna. to Muncy

Eagles Mere Inn

Cor. Mary & Sullivan Ave. (Phone: Eagles Mere 28)
Manager: Mrs. William Kranz
Convention Season: June 1 to Sept. 15
Largest Group Accommodated: 40 (16 rooms available)
Convention Rates: Single: $6.50 per day; Double: $15 per day. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 1 (50)
No. Banquet Rms & Capacity of Largest: 1 (50)
Rates for Meals: Breakfast: $1; Lunch: $1.50; Dinner: $2
Liquor: Not served in hotel
Net Exhibit Space: 350 sq. ft. on one floor
Parking: Free facilities
Sports Facilities: Many outdoor sports

The Lakeside

(Phone: Eagles Mere 130)
Manager: Henry E. Kirk, Jr.
Convention Season: June 11 to Sept. 15
Largest Group Accommodated: 250 (120 rooms and 4 suites available)
Convention Rates: Single: $12; Double: $24. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 1 (250)
Rates for Meals: Breakfast: $1.25; Lunch: $2.50; Dinner: $3.50
Liquor: Cocktail room available where guests can bring own liquor. Hotel serves setups and hors d'oeuvres
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,000 sq. ft. on one floor
Visual Aids Available: Sound projector, slide projector
Other Equipment Available: Spotlights
Parking: Free facilities
Sports Facilities: Boating, Bathing, Tennis, Golf, Riding, Croquet, Shuffleboard

ERIE

Railroads: B. & L.E.; N.Y.C.; N.Y.C. & St. L.; Penna.
Airlines: AAL, CAP

Lawrence Hotel

10th & Peach Sts. (Phone: 25231)
Manager: Reed Anshutz
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms and 3 suites available)
Convention Rates: Single: from $5.50; Double: $8.50; Twins: from $10.50; Suites: $26
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Rates for Meals: Breakfast: $1.75; Lunch: $2.50; Dinner: from $3.25
Liquor: Served in hotel
Other Equipment Available: PA system, stage
Parking: $1.50
Sports Facilities: Swimming, Boating, Fishing, Bowling

HARRISBURG

Railroads: Penna.; Reading
Airlines: TWA, CAP, AAA

The Penn Harris Hotel (HSMA)

3rd & Walnut Sts. (Phone: 8-7211)
Manager: Franklin Moore
Sales Manager: L. S. Bortman
Convention Season: All year
Largest Group Accommodated: 600 (400 rooms and 9 suites available)
Convention Rates: Single: $5 to $11; Double: $7.50 to $15; Suites: $23 to $35
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (240)
Rates for Meals: Breakfast: $2; Lunch: $2; Dinner: $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Net Exhibit Space: 3,600 sq. ft. on one floor
Visual Aids Available: Screens, blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 overnight

HERSHEY

Railroads: Reading

Hotel Hershey

(Phone: Hershey 591)
Manager: Joseph Gassler
Convention Season: All year
Largest Group Accommodated: 125—May to Nov., 175—Nov. to May
Convention Rates: Single: $9; Double: $16 to $17; Suites: $40
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Rates for Meals: Breakfast, a la carte; Lunch: from $3; Dinner: from $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: from $10
Other Equipment Available: Spotlights, platforms
Parking: Lot—no charge, Garage—$1 per night
Sports Facilities: Golf, Tennis

JOHNSTOWN

Railroads: B. & O.; Penna.
Airlines: AAA

Hotel Fort Stanwix

332 Main St. (Phone: 41-271)
Manager: W. E. La Brack
Convention Season: All year
Largest Group Accommodated: 300 (175 rooms and 1 suite available)
Convention Rates: Single: $5.50 to $7; Double: $8 to $10.50; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 4 (350)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: None for conventions
Net Exhibit Space: 3,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Lot—$1.25 overnight, garage—$1.50 overnight

LANCASTER

Railroads: Penna.; Reading
Airlines: TWA, AAA

Brunswick Hotel (HSMA)

N. Queen & Chestnut Sts. (Phone: Lancaster 6201)
Manager: Paul L. H. Heine
Sales Manager: Joseph S. Wise & Walter E. Gebhart
Convention Season: All year
Largest Group Accommodated: 200 (150 rooms available)
Convention Rates: Single: from $4; Double: $6.50 to $10.50
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 6 (525)
Rates for Meals: Breakfast: $1 to $2; Lunch: $1.50 to $3; Dinner: $2 to $5.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: $5 to $100, except when food and liquor is served
Net Exhibit Space: 5,772 sq. ft.—all but 588 sq. ft. on one floor

ONAWA LODGE

Favorite Year 'Round Resort in the Poconos of Pennsylvania

Mountainhome 50, Pa.

100 miles from New York City and Philadelphia. 40 miles south of Scranton, Pa.

Ideal facilities and accommodations for staff meetings and sales conferences composed of 15 to 100 persons.

- **Special group American plan rates**
- **Adequate private meeting rooms**
- **Good meals abundantly served**
- **All outdoor and indoor sports**
- **Membership remains united**
- **Attractive cocktail lounge**

Any month except over holiday week-ends and between June 25 and October 25

Please write or call for further information and colorful folder.

H. I. Shinnen, Own.-Mgt.
"Hosts in the Poconos since 1926"

Telephone—Cresco 3311

The Ideal Place for Meetings, Conferences and Forums

3 Hours from New York

High in the scenic Poconos in a restful atmosphere. Only three hours from New York by car or train (on Lackawanna Main Line).

Accommodations for 400 persons under one roof. Additional rooms nearby. Auditorium seating 1000. Plenty of small committee rooms, reference library, spacious lobbies and porches, heated garage, transportation from station. Exceptional facilities for seasonal sports.

Space generally available until mid-June. Reservations are now being recorded for 1954, 1955 and 1956.

For particulars write Clifford R. Gillam, General Manager

THE INN
Buck Hill Falls
PENNSYLVANIA

Visual Aids Available: Blackboard, easel, movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: 75c to $1.25

MOUNTAINHOME

Railroads: D.L. & W.

Mo-nom-o-nock Inn (HSMA)

Pocono Mountains (Phone: Cresco 3511)
Manager: Chas. D. Geissinger
Sales Manager: R. H. Lenhart
Convention Season: May to Oct.
Largest Group Accommodated. 150 (100 rooms and 8 suites available)
Convention Rates: Single: $16; Double: $24; Suites: $26 to $34. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 6 (200)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Rates for Meals: Breakfast: $1.25; Lunch: $2.50; Dinner: $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,200 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Tennis, Swimming, Horseshoes, Table tennis, Pocket billiards, Golf, Hiking

Onawa Lodge

See Advertisement, Page 37

(Phone: Cresco 3311)
Manager: H. Irwin Shinnen
Sales Manager: Thomas E. Jones
Convention Season: Oct. to June, except holiday weekends
Largest Group Accommodated: 125 (75 rooms available)
Convention Rates: Single: $8.50 to $11; Double: $8 to $10.50. Rates include meals.
No. Mtg. Rms. & Capacity of Largest: 4 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Rates for Meals: Breakfast: $1.50; Lunch: $2; Dinner: $2.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,500 sq. ft. on one floor
Visual Aids Available: 16mm silent movie projector, slidomatic viewer
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities Tennis, Swimming, Shuffleboard, Table tennis, Volleyball, Softball, Horseback riding

MOUNT POCONO

Railroads: D.L. & W.

High Point Inn (HSMA)

See Advertisement, Page 39

(Phone: Mt. Pocono 3811)
Manager: Chas. D. Geissinger
Convention Season: All year
Largest Group Accommodated: 150 (75 rooms available)
Convention Rates: Single: $16; Double: $24; Suites: $34. Add 12% for tips. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 5 (206)
No. Banquet Rms. & Capacity of Largest: 9 (268)
Rates for Meals: Breakfast: $1.25; Lunch: $2; Dinner: $2.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 7,000 sq. ft. on one floor
Visual Aids Available: 35mm movie projector, slide projectors, blackboards, Vue-Graph
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming pool, 9 and 18 hole golf course, Horseback riding, Softball, Baseball, Pocket billiards, Archery, Horseshoes

FOR A PERFECT

POCONO

SALES MEETING or CONVENTION

Mount Airy Lodge has Everything!!

Only 3 hrs. from N.Y.C. & Phila.

- OPEN ALL YEAR
- 160 ACRE PRIVATE ESTATE
- ACCOMMODATIONS for Small & Large Groups
- MODERATE RATES
- UNEXCELLED CUISINE
- PUBLIC ADDRESS SYSTEM
- PANELS and BLACKBOARDS
- 16mm MOVIE PROJECTOR & SCREEN
- SPEAKERS PLATFORM
- MOST MODERN BAR & COCKTAIL LOUNGE in the POCONOS
- ALL SPORTS incl. Golf, Horses, Tennis, Fishing, Pvt. Lake

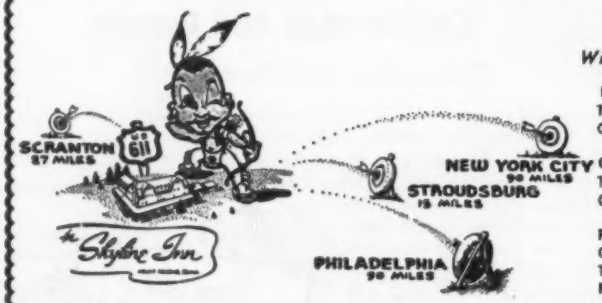
For Particulars write: General Manager

MOUNT AIRY LODGE

Mount Pocono, Pa. phone: Mt. Pocono 3551

PLANNING A POW WOW?

All chiefs—no Indians—at The Skyline Inn. Every guest is Heap Big Chief to our experienced staff. You'll find friendly, old-fashioned graciousness a part of your meeting at SKYLINE . . . and you'll find the modern efficient meeting needs, too: movie projector, P.A. system, pitch and putt golf course, outside sports facilities, AND, only heated swimming pool in the Poconos. You'll like the rates, too . . . American plan.



Interested???

Write-Wire-Whistle

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CEntral 6-6846

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Telephone
PEnnypacker 5-0608

THE SKYLINE INN • MOUNT POCONO, PENNA.

John C. Wriston, Manager

No Competition For Attention

And everything to insure a perfect meeting on our 3000 acre estate atop the Poconos. Groups of 300 will find attractive meeting rooms, comfortable accommodations, superb bar and banquet service. All winter and summer sports. Only 100 miles from New York or Philadelphia.

Check With Us!

POCONO MANOR

POCONO MANOR, PA.

Phone: Mt. Pocono 3611

JOHN M CRANDALL, *General Manager*

FOR HIGHLY SUCCESSFUL SALES MEETINGS

it's high point inn

in Pennsylvania's Pocono Mountains

5 GOOD REASONS TO SELECT A RESORT SITE FOR YOUR MEETING:

1. No parking problems
2. Assured attendance because of vacation aspects
3. No big city distractions
4. Everything under one roof: meeting rooms, exhibit space, dining rooms, bed rooms, etc.
5. Plenty of recreational facilities for relaxation after "business hours".

26 GOOD REASONS TO SELECT high point inn

- All rooms with private bath and 'phone
- Accommodations for 150 people
- Large variety of modern meeting rooms
- Visual aid equipment
- 16mm sound movie projector and screen
- Public address system
- Panels and blackboards
- Raised speakers platform with rostrum
- 2"x2" and 35mm kodachrome slide projectors
- Easily accessible by car, bus, rail or air . . . only 100 miles from New York City

FOR "CHANGE OF PACE"

- Golf, 9 and 18 hole courses
- Deck tennis
- Swimming pool
- Badminton
- Shuffleboard
- Horseback riding
- Archery
- Billiards
- Sun bathing
- Sightseeing tours
- Table tennis
- Horseshoes
- Mountain hiking
- Indoor games
- Putting green
- Outdoor barbecues

High Point Inn
Mount Pocono 50, Pa.
Att. Mr. Chas. D. Geissinger, *Managing-Owner*

Please send me, at no obligation, your detailed brochure describing High Point Inn's group meeting facilities.

Our organization is planning a _____ (function)

on or about _____ (date) and there will be approximately _____ (number) people in it.

Name _____

Address _____

Title _____

Firm _____

SPECIAL LOW GROUP RATES!

$12 per person, per day, double including 3 meals daily.

$16 single, per day, including 3 meals

high point inn

Mount Pocono 50, Pennsylvania

Mount Airy Lodge

See Advertisement, Page 38

(Phone: Mt. Pocono 3551)
Manager: J. C. Martens
Convention Season: All year
Largest Group Accommodated: 250
Convention Rates: Single: $11.50; Double: $23. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Liquor: Served in hotel
Visual Aids Available: Screens, blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: All seasonal sports

Pocono Manor Inn (HSMA)

See Advertisement, Page 38

Pocono Manor (Phone: Mt. Pocono 3611)
Manager: John M. Crandall
Sales Manager: Betty J. Evans
Convention Season: All year, except July and Aug.
Largest Group Accommodated: 380 (230 rooms available)
Convention Rates: Single: $17 to $18; Double: $24 to $30. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 10 (300)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Rates for Meals: Breakfast: $1.75; Lunch: $2.50; Dinner: $3 to $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,800 sq. ft.
Visual Aids Available: 16mm and 35mm sound projectors
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities out of doors, $1.25 per day in garage
Sports Facilities: Bowling, Billiard, Ping pong, Shuffleboard

The Skyline Inn (HSMA)

See Advertisement, Page 38

Knob Drive (Phone: 3661)
Manager: John C. Wriston
Sales Manager: Alice E. Moran
Convention Season: All year, except July 1 to Sept. 1
Largest Group Accommodated: 150 (75 rooms and some suites available)
Convention Rates: Single: $14; Double: $20 to $26; Suites: $30. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 1 (175)
Rates for Meals: Breakfast: $1.50; Lunch: $2; Dinner: $3
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,000 sq. ft. on one floor
Visual Aids Available: Easels, 16mm sound projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Ski tow, Toboggan, Heated pool, Tennis, Pitch 'n putt, Croquet, Shuffleboard, Billiards, Volleyball

PHILADELPHIA

Railroads: Penna.; Read.; B. & O.; P.-R. S. L.
Airlines: AAL, EAL, TWA, UAL, NAL, AAA, CAP, PAA

AUDITORIUM

Commercial Museum and Convention Hall

34th St., below Spruce St. (EVergreen 6-9800)
Manager: Santo S. Panetta
Exhibit Areas: South Bldg., 22,000 sq. ft.; South Exhibition Hall, 113,000 sq. ft. Center Bldg., 35,000 sq. ft.; North Exhibition Hall, 37,000 Sq. Ft.; Auditorium, 40,000 sq. ft.; Ballroom, 8,500 sq. ft.
Rental Fees: Minimum rental charge and percentage of gate receipts, plus labor charges
Floor Load: Unlimited **Ventilation:** Modern system
Ceiling Height: 90 ft. **P. A. System:** Available
Dimensions, Opening to Exhibit Hall: 12 by 10 ft.
Elevators and Capacities: Two 45-passenger; two 10-passenger; two 20-ton freight
Columns: 26 in. sq.; 22 ft. centers
Utilities: 110-volt AC and 220-volt single; two and three-phase, 60 cycle; water, gas, steam air
Loading Facilities: Loading platforms; 18-car railroad siding
Storage Areas: 40,000 sq. ft. under cover
Meeting Rooms and Capacities: 53 rooms, 25 to 1,000 capacities
Facilities for Food Functions: Can handle banquet for 6,000
Parking Facilities: 1,100 cars
Distance from Business District: 10-minute ride

Adelphia Hotel (HSMA)

Chestnut St. at 13th (Phone: RI 6-3000)
Manager: C. Pitman Baker, Jr.
Sales Manager: Harry Anderson
Convention Season: All year
Largest Group Accommodated: 600 (400 rooms and 5 suites available)
Convention Rates: Single: $5 to $8; Double: $9 to $12.50; Suites: $17 to $35
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 9 (500)
Rates for Meals: Breakfast: 85c; Lunch: $1.50; Dinner: $2.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $10 to $300 for meetings. No charge if meals served
Other Equipment Available: PA system, spotligths
Parking: Facilities available

The Bellevue-Stratford (HSMA)

See Advertisement, Page 40

Broad & Walnut Sts. (Phone: Pennypacker 5-0700)
Manager: Bennett E. Tousley
Sales Manager: Adele M. Downey
Convention Season: All year
Largest Group Accommodated: 900 (450 rooms and 20 suites available)
Convention Rates: Single: $5 to $13; Double: $9 to $16; Suites: $20 to $35
No. Mtg. Rms. & Capacity of Largest: 19 (1,200)
No. Banquet Rms. & Capacity of Largest: 19 (1,040)
Rates for Meals: Breakfast: from $2; Lunch: from $2.50; Dinner: from $4.50
Liquor: Served in hotel
Air Conditioning: By 1955
Net Exhibit Space: 10,000 sq. ft. on one floor
Other Equipment Available: Spotlights, stage
Parking: $1.50 per night

The Benjamin Franklin Hotel (HSMA)

See Advertisement, Page 41

Chestnut St. at 9th (Phone: Walnut 2-8600)
Vice President & Gen. Manager: Joseph E. Mears
Sales Manager: Robert C. Bennett
Convention Season: All year
Largest Group Accommodated: 1,500 (800 rooms and 35 suites available)
Convention Rates: Single: $6 to $9; Double: $9 to $15; Suites: $20 & $50
No. Mtg. Rms. & Capacity of Largest: 13 (1,200)
No. Banquet Rms. & Capacity of Largest: 13 (1,200)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 1,300 sq. ft. on one floor
Visual Aids Available: 16mm sound projector, screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 for 24 hours in hotel's own garage

Penn Sherwood Hotel (HSMA)

3900 Chestnut St. (Phone: EVergreen 6-9000)
Manager: Kurt A. Smith
Sales Manager: Richard E. Phillips
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms and 30 suites available)
Convention Rates: Single: $6 to $9; Double: $9 to $12; Suites: $15 to $26.50
No. Mtg. Rms. & Capacity of Largest: 11 (750)
No. Banquet Rms. & Capacity of Largest: 9 (500)
Rates for Meals: Breakfast: 65c to $1.25; Lunch: 75c to $1.45; Dinner: $1.25 to $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 180 bedrooms, 10 suites
Charges for Banquet & Mtg. Rms.: Free meeting rooms with convention
Net Exhibit Space: 7,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1 to $1.25 overnight

OUR 50TH . . .

ANNIVERSARY YEAR . . .

will see the completion of a $4,000,000 modernization program. The Bellevue will continue to be—in the next half century as in the last—a hotel of world-wide distinction.

"New in face—Old in grace"

BENNETT E. TOUSLEY
Vice-President and General Manager

THE Bellevue-Stratford

BROAD AND WALNUT STS., PHILADELPHIA 2, PA.

KEY ADVANTAGES that *Spark* CONVENTION SUCCESS at Philadelphia's *Largest* Hotel

Experience plus Facilities

The HOTEL that knows convention needs, staffed for service, cuisine that is unexcelled, for large or small banquets, 800 large comfortable sleeping rooms guaranteed, 35 parlor and bedroom suites, 13 meeting and banquet rooms up to 1,200 capacity. Exhibition area available on meeting room floor.

To speed you—8 large, fast passenger and 5 freight elevators. Circulating Ice Water to each guest room. 1,200 comfortable rooms, each with private bath-tub & shower. Hotel owns and operates 6-floor modern garage.

In Philadelphia The Convention Hotel is

The BENJAMIN FRANKLIN

WAlnut 2-8600 **PHILADELPHIA 5, PENNA.** Joseph E. Mears V.P. and General Manager

Write for "Your Master Key to Successful Meetings in Philadelphia"

The Warwick

PHILADELPHIA

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THE WELL KNOWN DOORWAY TO HOSPITALITY IN PHILADELPHIA

Distinguished Accommodations and Services for Groups up to 550

A Kirkeby Hotel

Sylvania Hotel (HSMA)

See Advertisement, Page 42

Broad & Locust (Phone: Pe 5-7200)

Manager: W. H. Harned
Sales Manager: Vincent J. Riker
Convention Season: All year
Largest Group Accommodated: 400 (250 rooms and 10 suites available)
Convention Rates: Single: $5 to $8; Double: $8.50 to $12; Suites: $18 to $22
No. Mtg. Rms. & Capacity of Largest: 10 (500)
No. Banquet Rms. & Capacity of Largest: 10 (450)
Rates for Meals: Breakfast: $1.75; Lunch: $2.25; Dinner: $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None for convention groups
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per night

The Warwick (HSMA)

See Advertisement, Page 41

17th & Locust Sts. (Phone: PEnnypacker 5-3800)

Manager: Paul J. McNamara
Sales Manager: J. Lloyd Larkins
Convention Season: All year
Largest Group Accommodated: 450 (315 rooms and 35 suites available)
Convention Rates: Single: $8 to $12; Double: $10 to $16; Suites: $22 to $60
No. Mtg. Rms. & Capacity of Largest: 10 (450)
No. Banquet Rms. & Capacity of Largest: 10 (450)
Rates for Meals: Breakfast: from 85c; Lunch: from $1.50; Dinner: from $2.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: Space for ten 6-foot table top exhibits
Visual Aids Available: Movie screens
Other Equipment Available: PA system, spotlights, platform
Parking: $2 overnight

The One Hotel in Philadelphia Designed for Your Meetings

Central Location—nearest to theatres, clubs, shops
Air-conditioned meeting rooms—11 modern rooms accommodating from 50 to 500
Audio and visual equipment—these selling aids available for your meeting
Ample parking facilities—adjacent garage for 600 automobiles
Superior food and beverage—served in air-conditioned comfort—for dining and banquets

HOTEL **Sylvania**

BROAD and LOCUST STS.
Philadelphia 7, Pa.

PEnnypacker 5-7200 — Teletype PH-95
Wm. H. Harned, Gen. Mgr. — V. J. Riker, Sales Mgr.

at Convention Hall

Attendance and sales shoot skyward at this center of the largest population block in the United States.
Philadelphia is the hub of the fastest growing industrial area in the world.

At Convention Hall are more than 265,000 square feet of exhibit space, most of it ground-floor and strong enough to hold a steel mill.

CONVENTION HALL WILL BE COMPLETELY AIR-CONDITIONED BY THE SPRING OF 1955

For complete information, communicate with:

The Board of Trade and Conventions
34th Street below Spruce
Philadelphia 4, Pa.

The Convention & Visitors Bureau
Chamber of Commerce of Greater Philadelphia
17th & Sansom Sts., Philadelphia 3, Pa.

PITTSBURGH

Railroads: B. & O.; Penna.; P. & L.E.; A. & So. S.; P. & W.V.
Airlines: TWA, CAP, NWA, AAA, EAL

Pittsburgher Hotel (HSMA)

428 Diamond St. (Phone: Atlantic 1-6970)

Manager: Jos. F. Duddy
Convention Season: All year
Largest Group Accommodated: 100 (100 rooms and 3 suites available)
Convention Rates: Single: $5.50 to $7.50; Double: $7.25 to $9.50; Twins: $11 and $11.50; Suites: $22.50
No. Mtg. Rms. & Capacity of Largest: 5 (100)
No. Banquet Rms. & Capacity of Largest: 5 (100)
Rates for Meals: Lunch: $2 to $3; Dinner: $3 to $5.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: $9 to $35
Other Equipment Available. PA system
Parking: $2.30 daily

Roosevelt Hotel (HSMA)

Penn Ave. & 6th St. (Phone: Atlantic 1-3700)

Manager: E. A. Leach
Sales Manager: D. A. Phillips
Convention Season: All year
Largest Group Accommodated: 450 (300 rooms and 15 suites available)
Convention Rates: Single: $5 to $9; Double: $7 to $12.50; Suites: $21.50 to $30
No. Mtg. Rms. & Capacity of Largest: 11 (500)
No. Banquet Rms. & Capacity of Largest: 11 (450)
Rates for Meals: Breakfast: from 55c; Lunch: from $1; Dinner: from $2.60
Liquor: Served in hotel, except on Sunday.
Air Conditioning: Banquet and meeting rooms, 100 bedrooms
Charges for Banquet & Mtg. Rms.: None if food served
Net Exhibit Space: Space for 20 6' x 6' booths
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 for first 18 hours, and 10c for each additional hour

The Hotel Schenley (HSMA)

5th Ave. & Bigelow Blvd. (Phone: Mayflower 1-6400)

Manager: Charles K. Butler
Sales Manager: P. S. Papanou
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 30 suites available)
Convention Rates: Single: $6.50 to $10.50; Double: $9 to $14.50; Suites: $16.50 to $25
No. Mtg. Rms. & Capacity of Largest: 6 (700)
No. Banquet Rms. & Capacity of Largest: 7 (950)
Rates for Meals: Breakfast: 65c to $1.50; Lunch: 1.25 to $1.65; Dinner: $3 to $4
Liquor: Served in hotel
Air Conditioning: Some banquet and meeting rooms, 50% of bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 7,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 in garage. Free street parking available

Sheraton Hotel (HSMA)

See Advertisement, Page 43

212 Wood St. (Phone: Court 1-6600)

Manager: Douglass M. Boone
Sales Manager: Robert J. Hemingray
Convention Season: All year
Largest Group Accommodated: 150 (100 rooms and 5 suites available)
Convention Rates: Single: $6.35 to $9; Double: $8.95 to $11.85; Suites: $15 to $25
No. Mtg. Rms. & Capacity of Largest: 9 (350)
No. Banquet Rms. & Capacity of Largest: 9 (350)
Rates for Meals: Breakfast: $2.25 to $4; Lunch: $2.25 to $5.75; Dinner: $3.50 to $5.75. Prices plus 10%
Liquor: Served in hotel
Air Conditioning: 80 bedrooms
Charges for Banquet & Mtg. Rms.: None if convention group in hotel
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights
Parking: $2.30 pickup and delivery for 24 hours

Hotel Webster Hall (HSMA)
4415 5th Ave. (Phone: Mayflower 1-7700)
General Manager: H. J. Huemrich
Sales Manager: Florence Rittinger
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms and 20 suites available)
Convention Rates: Single: $6.25; Double: $9.50; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 6 (750)
Rates for Meals: Breakfast: 55c to $1.25; Lunch: 85c to $1.50; Dinner: $2 to $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 41 bedrooms
Charges for Banquet & Mtg. Rms.: None if food served, $10 to $275 for meetings
Net Exhibit Space: 11,600 sq. ft. on one floor
Visual Aids Available: Screens, blackboards, easels
Other Equipment Available: PA system, spotlights, stage
Parking: 60c 24 hours outdoors, $1.25 24 hours indoors

William Penn Hotel (HSMA)
Wm. Penn Place (Phone: Atlantic 1-7100)
Sales Manager: Gene Fox
Convention Season: All year
Largest Group Accommodated: 2,500 (850 rooms and 60 suites available)
No. Mtg. Rms. & Capacity of Largest: 19 (1,500)
No. Banquet Rms. & Capacity of Largest: 6 (1,050)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $4
Liquor: Served in hotel
Air Conditicnng: Banquet and meeting rooms, bedrooms
Other Equipment Available: PA system, spotlights
Parking: Facilities available

READING

Railroads: Penna.; Read.
Airlines: TWA, CAI, CAP

Abraham Lincoln Hotel (HSMA)
5th & Washington Sts. (Phone: 4-1121)
Manager: Francis H. Mills
Convention Season: All year
Largest Group Accommodated: 525 (175 rooms and 10 suites available)
Convention Rates: Single: $5 to $6.50; Double: $8 to $10.50; Suites: $18 to $30
No. Mtg. Rms. & Capacity of Largest: 5 (1,000)
No. Banquet Rms & Capacity of Largest: 5 (650)
Rates for Meals: Breakfast: 85c to $1.25; Lunch: 85c to $1.50; Dinner: $1.85 to $4.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 30 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft.
Visual Aids Available: Easels, screens
Other Equipment Available: PA system, spotlights, Rollomatic stage
Parking: $1.50 for 24 hour service
Sports Facilities: Golf

Berkshire Hotel
5th & Washington Sts. **Phone:** Reading 3-5211
Manager: Paul A. Flickinger
Convention Season: All year
Largest Group Accommodated: 350 (100 rooms and 2 suites available)
Convention Rates: Single: $4.50 and $5; Double: $6.50 to $8.50; Suites: $14
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: 45c to $1.35; Lunch: 75c to $1.50; Dinner: $1.70 to $3.85
Liquor: Served in hotel
Air Conditioning: Some banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: Variable
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per night

SCRANTON

Railroads: J.C.; D. & H.; D.L. & W.; Erie; L. & W.V.; N.Y.O. & W.
Airlines: AAL, CAI, TWA, AAA

Hotel Jermyn
322 Spruce St.
Manager: Gene Berry
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms and 2 suites available)
Convention Rates: Single: $4.50 to $8.50; Double: $6.50 to $11.50; Suites: $17 to $20
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.75; Dinner: from $2.75
Liquor: Served in hotel
Air Conditioning. Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $10 to $125
Net Exhibit Space: 4,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: 50c in lot, $1.50 in garage

SHAWNEE-ON-DELAWARE

Railroads: to Stroudsburg, E. Stroudsburg

Shawnee Inn & Country Club
See Advertisement, Page 43
(Phone: Stroudsburg 140)
Manager: Richard E. Quillen
Sales Manager: Michael A. Devitt
Convention Season: May, June, Sept., Oct.
Largest Group Accommodated: 240 (108 rooms and 6 cottages available)
Convention Rates: $16 to $21 per person for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Rates for Meals: Breakfast: $2.50; Lunch: $2.75; Dinner: $3.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,266 sq. ft. on one floor
Visual Aids Available: 16mm projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Tennis, Golf, Fishing, Boating, Archery

SKYTOP

Railroads: D.L. & W.
Airlines: AAL, CAI, TWA—all to Scranton

Skytop Club (HSMA)
(Phone: Cresco 3011)
Manager: Wm. W. Malleson, Jr.
Resident Manager: V. L. Baker
Convention Season: Sept. through June

SPRING-FALL MEETINGS

The congenial club atmosphere that is so much a part of a Shawnee vacation also presides at the many successful conventions Shawnee is host to each year.

Shawnee trademarks are its cool, exquisitely furnished hotel and cottage accommodations, its perfect cuisine and service, the famous championship golf course, tennis, boating, fishing and other fine sports facilities.

For business groups, these facilities are enhanced by an efficient, experienced convention staff, and the ample meeting rooms available for groups up to 250.

Shawnee Inn
SHAWNEE-ON-DELAWARE
PENNSYLVANIA
Telephone Stroudsburg 140

Let's *meet* in the Alleghenies

at the Summit

Right atop Mt. Summit on a beautiful 930 acre estate with our own golf course and swimming pool.

Ideal facilities for handling groups up to 160 . . . with sports, relaxation and entertainment for all. Noted for delectable food . . . and spacious, comfortable rooms.

On U. S. Route 40, six miles from Uniontown, Pa. 2500 feet high in the mountains.

Phone Uniontown 8-8594
—or write SAM STEWART, Manager

(An Abbell Hotel)

Pittsburgh
SHERATON
PITTSBURGH, PENNSYLVANIA

Pittsburgh's newest hotel
Unsurpassed food, service, and appointments. Radio in every room — air conditioned rooms available.
Hotel located on routes 22 and 30.

NOW—Television in every room
300 OUTSIDE ROOMS From $5.85
DOUGLASS M. BOONE, General Mgr.

SHERATON HOTELS
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ROCHESTER
ST. LOUIS
SPRINGFIELD, MASS.
WASHINGTON
WORCESTER
IN CANADA
MONTREAL, QUE.
TORONTO, ONT.
NIAGARA FALLS, ONT.
HAMILTON, ONT.
WINDSOR, ONT.

Largest Group Accommodated: 300 (190 rooms available)
Convention Rates: Single: $14 to $19; Double: $27 to $35. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 9 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Slide projector, 16mm and 35mm sound projector and screen, easels, blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: No charge in lot. Heated garage—$1.50 per night
Sports Facilities: Golf, Riding, Fishing, Lawn bowling, Tennis, Putting green, Swimming, Shuffleboard, Archery, Badminton, Skiing

UNIONTOWN

Railroads: Penna.; B. & O.
Airlines: AAA

Summit Hotel (HSMA)

See Advertisement, Page 43

(Phone: 88594)
Manager: Sam Stewart
Convention Season: May 1 to Nov. 1, except July and Aug.
Largest Group Accommodated: 200 (88 rooms available)
Convention Rates: Single: $12; Double: $22. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 6 (300)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Rates for Meals: Breakfast: $1 to $1.50; Lunch: $2; Dinner: $3 to $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 7,000 sq. ft. on one floor
Visual Aids Available: Projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming pool, Golf

Pardon our pride...BUT we are ideal for sales meetings

SPLIT ROCK LODGE AND CLUB

on Lake Harmony in the Poconos

- Complete meeting and banquet facilities for groups up to 270. And when business is over, enjoy a large variety of sports and recreation, both outdoors and in the Lodge.
- Only three hours from New York or Philadelphia.
- For full information, write W.D. Herrmann, Split Rock Lodge and Club, White Haven, R.D. Pennsylvania or telephone White Haven 4561.

White Swan Hotel (HSMA)

117 W. Main (Phone: 8-8551)

Manager: O. DuWayne Shaw
Convention Season: All year
Largest Group Accommodated: 150 (75 rooms and 1 suite available)
Convention Rates: Single: $4 to $5.75; Double: $5 to $8.50; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Rates for Meals: Breakfast: 70c to $1; Lunch: 75c to $1.25; Dinner: $1.85 to $3.75
Liquor: Served in hotel
Air Conditioning: Some banquet, meeting rooms and bedrooms
Charges for Banquet & Mtg. Rms.: $5 to $50
Net Exhibit Space: 2,000 sq. ft. on one floor
Other Equipment Available: PA system, stage
Parking: Free facilities
Sports Facilities: Golf nearby

WERNERSVILLE

Railroads: Read.

Galen Hall Hotel

(Phone: Sinking Spring 8011)

Manager: D. Burack
Convention Season: May 1 to Oct. 30
Largest Group Accommodated: 500
Convention Rates: Single: $17.50; Double: $30 to $32. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (550)
No. Banquet Rms. & Capacity of Largest: 2 (600)
Rates for Meals: Breakfast: $2; Lunch: $4; Dinner: $6
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,400 sq. ft. on one floor
Visual Aids Available: Motion picture and slide projectors
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per day in garage
Sports Facilities: 18 hole golf course, Swimming pool, Tennis, Handball

WHITE HAVEN

Railroads: L.V.; J.C.

Split Rock Lodge (HSMA)

See Advertisement, Page 44

(Phone: White Haven 4561)

Manager: Wm. D. Herrmann
Convention Season: Sept. 16 to June 14
Largest Group Accommodated: 260
Convention Rates: Single: $15 to $18; Double: $26 to $30; Cottages: $28 to $54. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 2 (60)
No. Banquet Rms. & Capacity of Largest: 1 (70)
Rates for Meals: Breakfast: $1; Lunch: $2; Dinner: $3
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 16mm projector, blackboards, easels
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Golf—18 miles distant

WILKES-BARRE

Railroads: J.C.; D. & H.; L.V.; Penna.; L. & W.V.
Airlines: AAL, CAI, TWA, AAA

Redington Hotel

77 E. Market St. (Phone: Va. 2-1151)

Manager: A. W. Seibel
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms and 2 suites available)
Convention Rates: Single: $5.50; Double: $8.50; Suites: $13
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: 35c to $1.50; Lunch: 95c to $1.25; Dinner: $2 to $3.35
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $3 to $75
Net Exhibit Space: 5,500 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: 15c to 40c

YORK

Railroads: M. & P; Penna.; W.M.

Yorktowne Hotel

Market & Duke Sts. (Phone: 82831)

Manager: Charles D. Klingler
Sales Manager: Robert R. Heathcote
Convention Season: All year
Largest Group Accommodated: 700 (325 rooms and 6 suites available)
Convention Rates: Single: $5.50 to $8.50; Double: $7 to $13; Suites: $40
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: 85c to $1.50; Lunch: 90c to $1.75; Dinner: $2.50 to $7.50
Liquor: Served in hotel
Air Conditioning: 2 banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,125 sq. ft. on 2 floors
Other Equipment Available: PA system, spotlights, stages
Parking: $1

SOUTH ATLANTIC

Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.

DELAWARE

WILMINGTON

Railroads: Balt. & Ohio; Penna.; Reading
Airlines: AAL, EAL, AAA, TWA

Hotel DuPont (HSMA)

11th & Market Sts. (Phone: 6-8121)

Manager: J. D. LaMothe
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms and 4 suites available)
Convention Rates: Single: $7 to $9; Double: $10 to $15; Suites: $25 to $35
No. Mtg. Rms. & Capacity of Largest: 10 (600)
No. Banquet Rms. & Capacity of Largest: 10 (600)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, suites and large twins
Charges for Banquet & Mtg. Rms.: $6 to $300
Net Exhibit Space: 7,800 sq. ft.
Visual Aids Available: Sound projector, screen
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

DISTRICT OF COLUMBIA

WASHINGTON

Railroads: Penna.; Balt. & Ohio; Ches. & Ohio; R.F. & P.; So. Ry.
Airlines: AAL, EAL, TWA, UAL, CAI, CAP, NAL, NWA, AAA

AUDITORIUM

National Guard Armory

See Advertisement, Page 45

2001 East Capitol St. (LIncoln 7-9077)

Manager: Arthur J. Bergman
Exhibit Areas: Main floor, 75,913 sq. ft.
Rental Fees and Services: Commercial, $1,000 per day, $5,000 per week; trade shows, $.15 per sq. ft. for exhibit area; services extra.
Floor Load: 400 lbs. per sq. ft.
Ventilation: Forced draft
Ceiling Height: 95 ft. **P.A. System:** Available
Dimensions, Opening to Exhibit Hall: 10 ft. 10 in. by 11 ft. 10 in.
Columns: None
Utilities: 208 and 120 single and 3-phase AC, steam, gas, water, air and drain lines
Loading Facilities: Drive in
Storage Areas: Basement, 7,000 sq. ft.
Meeting Rooms and Capacities: 24, 100 persons; 3, 150 persons; 3, 500 persons; 2, 750 persons
Facilities for Food Functions and Banquet Capacity: Facilities for banquets up to 5,000
Parking Facilities: 1,000 cars
Distance from Business District: Three miles

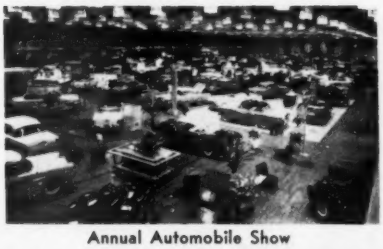
Mayflower Hotel (HSMA)

Conn. Ave. & DeSales St. (Phone: District 7-3000)
Manager: G. J. Mack
Sales Manager: Warren R. Howe
Convention Season: All year

THE SHOW PLACE of the Nation's Capital

National Beverage Exposition

American Dental Assn. Convention



Annual Automobile Show

ARMORY BOARD (Left to right): Samuel Spencer, President, Board of Commissioners, D. C.; Arthur J. Bergman, Manager; Raymond R. Dickey, Chairman; Maj. General William H. Abendroth, Commanding General, D. C. National Guard

NATIONAL GUARD ARMORY

THE LARGEST EXHIBIT SPACE IN THE CAPITAL CITY

- 76,000 SQ. FT. OF UNOBSTRUCTED FLOOR SPACE—All on One Floor
- COMPLETE CONVENTION FACILITIES
- TRAINED AND EXPERIENCED STAFF
- UNEXCELLED PUBLIC ADDRESS SYSTEM
- ADDITIONAL MEETING ROOMS
- EASY DRIVE-IN FACILITIES Unload Exhibit at Booth
- CRATE STORAGE SPACE
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- 10 MINUTES FROM THE CAPITOL

ARMORY BOARD MANAGER
National Guard Armory
2001 EAST CAPITOL STREET
WASHINGTON 3, D. C.

SOUTH ATLANTIC
D. C., Washington (cont.)

Largest Group Accommodated: 800 (375 rooms and 25 suites available)
Convention Rates: Single: $6.50 to $17; Double: $13 to $20; Suites: $23 to $36
No. Mtg. Rms. & Capacity of Largest: 13 (1,200)
No. Banquet Rms. & Capacity of Largest: 13 (1,342)
Rates for Meals: Breakfast: from $2.75; Lunch: from $3.25; Dinner: from $4.75, plus 10% gratuities and 2% tax
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, all bedrooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: $2 per day

Sheraton-Carlton (HSMA)
See Advertisement, Page 46

16th & K Sts., N.W. (Phone: Metropolitan 8-2626)
Manager: Kenneth W. Baker
Sales Manager: John McMurtagh
Convention Season: All year
Largest Group Accommodated: 200 (125 rooms and 25 suites available)
Convention Rates: Single: $9 to $11; Double: $14 to $18; Suites: $24 to $40
No. Mtg. Rms. & Capacity of Largest: 4 (225)
No. Banquet Rms. & Capacity of Largest: 2 (225)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.25; Dinner: from $4
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system
Parking: Facilities available

Sheraton-Park Hotel (HSMA)
See Advertisement, Page 47

2660 Woodley Road, N.W. (Phone: Columbia 5-2000)
Manager: George D. Johnson
Sales Manager: John E. McMurtagh
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms and 100 suites available)
Convention Rates: Single: from $6.50; Double: from $10; Suites: from $12.50
No. Mtg. Rms. & Capacity of Largest: 7 (800)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2.50; Dinner: from $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some sleeping quarters
Charges for Banquet & Mtg. Rms.: No charge when hotel is headquarters
Net Exhibit Space: 4,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: 500-car garage at $1.50 per night
Sports Facilities: Tennis courts, Swimming pool and Golf nearby

SHERATON-CARLTON
WASHINGTON, D. C.

Meeting place of celebrities. Famed for cosmopolitan atmosphere, superb food, spacious rooms, suites. In the heart of Washington. Function facilities.

ANOTHER DISTINGUISHED SHERATON HOTEL

250 ROOMS
From $8.00

KENNETH W. BAKER
General Mgr.

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IN CANADA
MONTREAL—Sheraton-Mt. Royal —The Laurentien
TORONTO—King Edward
NIAGARA FALLS—Sheraton-Brock
HAMILTON—Royal Connaught
WINDSOR—Prince Edward

NOW IS THE TIME FOR THAT
WASHINGTON CONVENTION

It's BUSINESS back in the Capital—To catch this new optimistic note—to give your Company and Association Meetings and Exhibits the added zest and sparkle of the new Washington enthusiasm—plan your activities at *The Shoreham*.

Few national meetings are too large for our facilities . . . certainly none is too small for careful and considerate attention.

L. GARDNER MOORE—*Manager*

The SHOREHAM
Connecticut Avenue at Calvert Street
Washington 8, D.C.

Shoreham Hotel
See Advertisement, Page 46

2500 Calvert St., N.W. (Phone: 4-0700)
Manager: L. Gardner Moore
Convention Season: All year, especially summer and Dec.
Largest Group Accommodated: 900 (375 rooms and 65 suites available)
Convention Rates: Single: $8 and $9; Double: $13 and $14; Suites: $17 and $20
No. Mtg. Rms. & Capacity of Largest: 8 (1,200)
No. Banquet Rms. & Capacity of Largest: 7 (750)
Rates for Meals: Breakfast: 75c to $1.25; Lunch: $1.90 to $2.50; Dinner: from $2.75—also coffee shop.
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 20,000 sq. ft. in same area—2 levels
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

Statler Hotel (HSMA)
See Advertisement, Page 9

16th & K Sts., N.W. (Phone: Executive 3-1000)
Manager: Herbert C. Blunck
Sales Manager: Jack Wilder
Convention Season: All year
Largest Group Accommodated: 1,390 (400 rooms and 15 suites available)
Convention Rates: Single: $6.50 to $10; Double: $11 to $17; Suites: from $31
No. Mtg. Rms. & Capacity of Largest: 11 (1,000)
No. Banquet Rms. & Capacity of Largest: 11 (1,125)
Rates for Meals: Breakfast: $1 to $1.50; Lunch: $1 to $3; Dinner: $1.75 to $3.25
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $10 to $400
Net Exhibit Space: 32,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $2.50 overnight

Washington Hotel (HSMA)
See Advertisement, Page 115

15th St. & Pennsylvania Ave. (Phone: Metropolitan 8-5900)
Manager: Reyburn Miller
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 6 suites available)
Convention Rates: Single: $7 to $10.50; Double: $11.50 to $15; Suites: $21 to $36
No. Mtg. Rms. & Capacity of Largest: 9 (650)
No. Banquet Rms. & Capacity of Largest: 9 (650)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2.50; Dinner: from $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: $10 to $200
Other Equipment Available: PA system, spotlights, stage
Parking: $2.25 for 24 hours

The Willard (HSMA)
See Advertisement, Page 47

14th St. & Pennsylvania Ave., N.W. (Phone NAtional 8-4420) Teletype No. WA 732
Manager: Douglas A. Stalker
Sales Manager: Leroy Miller
Convention Season: All year
Largest Group Accommodated: 600 (400 rooms and 12 suites available)
No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
No. Banquet Rms. & Capacity of Largest: 12 (1,000)
Rates for Meals: Breakfast: 90c to $1.25; Lunch: $1.15 to $2.60; Dinner: $1.40 to $3.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Net Exhibit Space: 10,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $2.25 for 24 hours

To Help You in Your Meeting Planning
A NEW FREE SERVICE OF SALES MEETINGS MAGAZINE
See Page 153

Washington's Largest Ballroom will re-open Nov. 1, 1954

★ Completely Air-Conditioned
★ Accommodates 1200 Persons
★ Five New High Speed Elevators
★

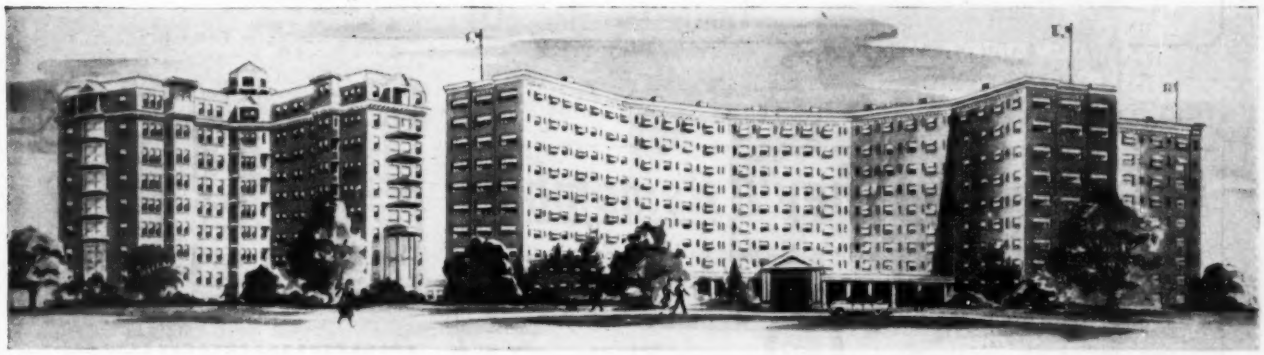
$1,500,000 Modernization Program

In addition to Washington's most spacious ballroom, there is the newly restored south ballroom – and nine additional meeting rooms – all air conditioned. Dining and bar facilities have been modernized and expanded. New adjacent garage facilities are available. All suites and bedrooms are air conditioned and furnished with radio and large screen television. Write for complete information.

the WILLARD
Washington D.C.

14th Street and Pennsylvania Avenue, N.W.
Douglas A. Stalker, General Manager
Teletype WA 732 • Telephone NAtional 8-4420

AN ADBELL HOTEL



IN WASHINGTON IT'S THE SHERATON-PARK

Only minutes from the heart of the nation's capitol stands the renowned Sheraton-Park with its unusual convention facilities. Set in its own 16 green acres—complete with sundecks, tennis courts and magnificent swimming pool—it's the perfect spot to combine business and recreation. Rooms and suites are tastefully appointed, country-quiet. Radio and TV. The Continental Room accommodates 800 for meetings, 600 for banquets. Six other function rooms accommodate 50 to 500 people.

Experienced Convention Staff — George D. Johnson, General Manager

SHERATON The Proudest Name in HOTELS

SHERATON HOTELS
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IN CANADA
MONTREAL, QUE.
TORONTO, ONT.
NIAGARA FALLS, ONT.
HAMILTON, ONT.
WINDSOR, ONT.

SOUTH ATLANTIC

(cont.)

FLORIDA

BELLEAIR

Railroads: A.C.L.; S.A.L.

Belleview Biltmore

See Advertisement, Page 48

(Phone: Clearwater, Fla. 3-2331)
Manager: Donald E. Church
Sales Manager: John J. Schantz
Convention Season: Jan., Mar. 20 to May 1. Smaller meetings anytime from Jan. to May 1
Largest Group Accommodated: 600 (400 rooms and 15 suites available)
Convention Rates: Single: $18; Double: $30; Suites: $15 extra. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 8 (400)
No. Banquet Rms. & Capacity of Largest: 3 (800)
Liquor: Served in hotel
Air Conditioning: 2 public rooms
Visual Aids Available: 16mm and 35 mm projectors
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming, Shuffleboard, Croquet, Tennis, Fishing

Belleview Biltmore

BELLEAIR, FLORIDA

More than the extensive convention facilities and ideal physical layout, it's the friendly spirit and old-fashioned hospitality that attract so many groups and conventions to the Belleview-Biltmore. Cheerful, efficient service from the moment you step across the threshold. Accommodations for groups up to 600. 27 holes of championship golf on the grounds.

Groups from the following companies were entertained here last season: Mutual Life Insurance Company of New York, Connecticut Mutual Life Insurance Company, Home Life Insurance Company, Northwestern Mutual Life Insurance Company, Aetna Life Insurance Company and Northwestern National Life Insurance Company.

DON CHURCH, *Manager*

BOCA RATON

Railroads: F.E.C.; S.A.L.

Boca Raton Hotel & Club (HSMA)

See Advertisement, Page 53

(Phone: 2811)
Manager: Chas. T. Craddock
Sales Manager: Edw. A. Klugherz
Convention Season: Oct. 15 to June 1, except from Christmas to March
Largest Group Accommodated: 700 (400 rooms and 25 suites available)
Convention Rates: Single: $25; Double: $40; Parlors: $20 additional. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 4 (600)
Liquor: Served in hotel
Air Conditioning: Some banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: $1 outdoors, $1.50 indoors
Sports Facilities: Golf, Tennis, Swimming, Water Skiing, Fishing

CLEARWATER

Railroads: Atlantic Coast Line; Seaboard
Airlines: EAL, NAL, TCA

AUDITORIUM

Municipal Auditorium

Pierce & Cleveland Sts. (Phone: 3-1241)
Manager: Edward Moore
Exhibit Areas: 10,080 sq. ft., 800 sq. ft., 400 sq. ft., 800 sq. ft., 400 sq. ft.
Rental Fees and Services: $150 per day includes light, heat and power
Floor Load: 50 tons
Ventilation: Exhaust fans
Ceiling Height: 50 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 7 ft. by 20 ft., 8 ft. by 8 ft.
Columns: None
Utilities: AC 110-220, gas, water
Loading Facilities: Platform in rear, ground entrance in front
Storage Areas: 400 sq. ft.
Meeting Rooms and Capacities: One, 1,200; two, 100 and 150
Facilities for Food Functions and Banquet Capacities: Can handle banquet for 1,000
Parking Facilities: 600-car lot
Distance from Business District: Two blocks

Fort Harrison Hotel (HSMA)

See Advertisement, Page 48

S. Fort Harrison (Phone: 3-2301)

For a Meeting They'll Remember

Bring them to the largest air-conditioned resort hotel on Florida's *coolest* coast—its *West* Coast!

The Fort Harrison Hotel

Special Convention Rates April to January

For Business—
250 rooms • Banquet facilities for 650 • Theatre seating 700 • 4 meeting rooms seating 10 to 75 • Within block of auditorium holding 1200 • 16MM sound movie projector • Air conditioned.

For Pleasure—
Fresh water temperature controlled pool • Private beach • Exercise, Massage, and Steam Rooms • TV in most rooms • Putting greens • Cocktail lounge with nightly entertainment • 3 golf courses and charter fishing fleet minutes away.

For convention details write Angie Barker, Sales Manager, Ft. Harrison Hotel, Clearwater 6, Fla.
Or contact Atlantic International Hotel Service: New York CIRCLE 5-6727, Chicago CENTRAL 6-6846

Convention rates at the JACK TAR Hotel on the beach at Galveston, Texas, October to April

A NEW FREE SERVICE

of

SALES MEETINGS MAGAZINE

to help your meeting planning

See Page 153

Manager: E. R. Perry
Sales Manager: Angie Barker
Convention Season: Apr. to Jan.
Largest Group Accommodated: 400 (250 rooms and some suites available)
Convention Rates: Single: $6; Double: $8; Suites: $13
No. Mtg. Rms. & Capacity of Largest: 5 (450)
No. Banquet Rms. & Capacity of Largest: 3 (450)
Rates for Meals: Breakfast: from 75c; Lunch: from $1.35; Dinner: from $2.25
Liquor: Served in hotel
Air Conditioning: Entire hotel by July, 1954
Charges for Banquet & Mtg. Rms.: Variable
Visual Aids Available: 16mm sound movie equipment
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming pool, Putting green, Wimbledon court, Shuffleboard on ground and Golf, Tennis, Fishing a few blocks from hotel

DAYTONA BEACH

Railroads: F.E.C.
Airlines: NAL, EAL

AUDITORIUM

Peabody Auditorium
Bing Peninsula Station (Phone 2-1441)

Manager: Henry Deverner
Exhibit Areas: Social Hall, 2,580 sq. ft.; lobby, 3,680 sq. ft.; stage, 3,920 sq. ft.
Rental Fees and Services: $300; janitor service, heat or air conditioning
Floor Load: Unlimited **Ventilation:** Air conditioned
Ceiling Height: 13 ft. **P. A. System:** RCA
Dimensions, Opening to Exhibit Hall: 8 ft.
Columns: None
Utilities: AC current
Loading Facilities: Street level
Storage Areas: 20 ft. by 80 ft.
Meeting Rooms and Capacities: One, 350
Facilities for Food Functions: None
Parking Facilities: Limited
Distance from Business District: Several blocks

Daytona Plaza (HSMA)
600 N. Atlantic Ave. (Phone: 4711)

Manager: Rush Strayer
Convention Season: All year except Feb. and Mar.
Largest Group Accommodated: 400 (200 rooms available)
Convention Rates: Single: $12; Double: $22. Rates for American Plan. European Plan also available.
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Rates for Meals: Popular priced meals for European Plan conventions
Liquor: Served in hotel. Package store in hotel.
Air Conditioning: Banquet and meeting rooms, 24 sleeping rooms
Charges for Banquet & Mtg. Rms.: None for groups housed
Visual Aids Available: 16mm projector
Other Equipment Available: PA system
Parking: Free facilities
Sports Facilities: Pitch 'n Putt course, Riding, Tennis, Fishing

Princess Issena Hotel
401 Seabreeze Blvd. (Phone: 7601)

Manager: John E. Leonard
Convention Season: Apr., May, June, Sept., Oct., Nov., Dec.
Largest Group Accommodated: 500 (200 rooms and six suites available)
Convention Rates: Single: $4 to $6; Double: $7 to $9; Suites: $12 to $15
No. Mtg. Rms. & Capacity of Largest: 5 (550)
No. Banquet Rms. & Capacity of Largest: 2 (650)
Rates for Meals: Breakfast: 75c to $1.25; Lunch: $1.50 to $2.50; Dinner: $2 to $5
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Visual Aids Available: 16mm projector with sound
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Pitch 'n Putt, Tennis, Swimming

GAINESVILLE

Railroads: A.C.L.; S.A.L.
Airlines: EAL

Hotel Thomas
615 N. E. 2nd St. (Phone: 9501-2-3-4)

Manager: Phillip E. Thomas
Sales Manager: Emmett R. Everett
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms and 3 suites available)
Convention Rates: Single: $3 to $6; Double: $6 to $12; Suites: $12 to $15
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Rates for Meals: Breakfast: to 95c; Lunch: Not Served; Dinner: $3.50
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, and 50 sleeping rooms
Charges for Banquet & Mtg. Rms.: Vary
Net Exhibit Space: 2,400 sq. ft. on one floor
Other Equipment Available: PA system, spotlights
Parking: Free facilities

HOLLYWOOD

Railroads: F.E.C.; S.A.L.

Hollywood Beach Hotel
See Advertisement, Page 50

Hollywood By The Sea (Phone: 2-1545)
Manager: John W. Tyler
Convention Season: Nov. to May, except Feb.
Largest Group Accommodated: 1,200 (500 rooms and 35 suites available)
Convention Rates: Single: $18; Double: $36; Suites: $10 additional. Rates are for American Plan.
No. Mtg. Rms. & Capacity of Largest: 10 (1,200)
No. Banquet Rms. & Capacity of Largest: 3 (1,200)
Rates for Meals: Breakfast: $1.75; Lunch: $3.50; Dinner: $6
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 60 sleeping rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 28,893 sq. ft.
Visual Aids Available: 35mm projector in permanent theatre and 16mm facilities in several roms.
Other Equipment Available: PA system, spotlights, stage

Only Daytona Beach Florida

Offers All These Advantages For Your Next Convention Or Sales Meeting!

- Easy to reach — pivotal Florida city!
- Perfect climate year 'round!
- Full-time professional staff; modern, convention-wise hotels!
- Reduced rates during spring and fall!
- New, air-conditioned auditorium and amphitheater adjacent to hotel area!
- Special facilities for small groups!
- World's most famous beach — 23 miles of sand you can actually drive on!
- Excellent fishing of all kinds!
- Smart shopping centers, restaurants, theaters!
- Nearby amusement areas and scenic attractions!

Address inquiries to The Convention Bureau, Dept. D, P. O. Box 30, Daytona Beach, Florida

DAYTONA BEACH CHAMBER OF COMMERCE

representing the Halifax Area:

ORMOND BEACH · HOLLY HILL · DAYTONA BEACH · SOUTH DAYTONA · PORT ORANGE

Newest Hotel in MIAMI
IN 28 YEARS

The ultimate in modern design for luxurious living. All rooms have individually controlled air-conditioning, radio, circulating ice water. Combination sleeping and sample rooms. Sales meeting rooms and convention facilities available. Convenient to shopping, night clubs, air line terminal, fishing and all activities. Write us today.
WILLIAM F. USHER, Manager

BISCAYNE terrace HOTEL

340 BISCAYNE BLVD.
OVERLOOKING BEAUTIFUL
BISCAYNE BAY
MIAMI, FLORIDA

SOUTH ATLANTIC

Fla., Hollywood (cont.)

Parking: Facilities available
Sports Facilities: Pool, Tennis, Golf

Sea Crest Manor
2025 S. Ocean Dr. (Phone: 6781)
Manager: Sidney Pickard
Convention Season: Oct. to Dec. 20, Jan. 5 to Feb. 1, Mar. 15 to June
Largest Group Accommodated: 200 (100 rooms and some suites available)
Convention Rates: Single: $20; Double: $34; Suites: $50. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Liquor: Served in hotel
Net Exhibit Space: 400 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, stage
Parking: Free facilities
Sports Facilities: Swimming on private breach, Shuffleboard, Putting green, Golf, Tennis

JACKSONVILLE

Railroads: A.C.L.; S.A.L.; S. Ry.; F.E.C.; Ga. So. & Fla. Steamers from New York
Airlines: EAL, NAL, DEL-C&S, SOU, CAP

Hotel George Washington
305 W. Adams St. (Phone: 5-8811)
Manager: Edwin W. Mugford
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms and 8 suites available)
Convention Rates: Single: from $5; Double: from $8; Suites: from $22
No. Mtg. Rms. & Capacity of Largest: 7 (1,500)
No. Banquet Rms. & Capacity of Largest: 7 (800)
Rates for Meals: Breakfast: from $1; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Other Equipment Available: PA system, stage
Parking: $1.25 per night
Sports Facilities: Beach—18 miles from hotel

Mayflower Hotel
Bay & Julia (Phone: 5-7621)
Manager: J. A. Druer
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms and 5 suites available)
Convention Rates: Single: $5 to $7; Double: $8 to $10; Suites: $15 to $18
No. Mtg. Rms. & Capacity of Largest: 1 (400)
No. Banquet Rms. & Capacity of Largest: 1 (400)
Rates for Meals: Breakfast: from $1; Lunch: $1.50; Dinner: $2.50 in coffee shop
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None for convention
Net Exhibit Space: 3,700 sq. ft. on one floor
Other Equipment Available: PA system, spotlights stage
Parking: Garage—$1 per day
Sports Facilities: Beach—18 miles

Roosevelt Hotel
33 W. Adams (Phone: 3-4892)
Manager: R. B. Neighbors
Sales Manager: Jack Russell
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms and 35 suites available)
Convention Rates: Single: $4.50 to $7; Double: $8 to $14; Suites: $15 to $25
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Rates for Meals: Breakfast: from 45c; Lunch: from 85c; Dinner: from $1.35
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: No charge if food served
Net Exhibit Space: 8,976 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 for 24 hours

Hotel Seminole
21 Hogan St. (Phone: 6-6592)
Manager: Jerome B. Temple
Sales Manager: William Nolting
Convention Season: All year
Largest Group Accommodated: 375 (175 rooms and 2 suites available)
Convention Rates: Single: $4.50 to $7; Double: $7 to $12; Suites: $15 to $20
No. Mtg. Rms. & Capacity of Largest: 10 (750)
No. Banquet Rms. & Capacity of Largest: 10 (500)
Rates for Meals: Breakfast: 50c to $1; Lunch: 65c to $1.25; Dinner: $1.25 to $2
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if convention headquarters
Net Exhibit Space: 4,540 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 in nearby garage

KEY WEST

Airlines: NAL, QA

The Casa Marina Hotel (HSMA)
(Phone: 2-2451)
Manager: Emmett F. Conniff
Convention Season: Dec. 1 to May 1, except Jan. 20 to Mar. 1
Largest Group Accommodated: 300 (140 rooms and 10 suites available)
Convention Rates: Single: $15; Double: $28; Suites: $35. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Liquor: Served in hotel
Air Conditioning: Sleeping rooms
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Movie projector and screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Tennis, Shuffleboard

LAKELAND

Railroads: A.C.L.
Airlines: NAL

The New Florida Hotel
S. Mass. at Lemon (Phone: Mutual 4-6131)
Manager: Robert E. Page

A MEETING OF THE MINDS...

Conventions are always on our minds . . . and the convention members who've been coming here for as long as 17 years (like Connecticut Mutual) keep us in mind, too. We're easy to remember because everyone here, from the manager to the doorman, is a past-master at making conventioners feel at home . . . and the spacious buildings and grounds are specifically geared for large, happy crowds. There are a few open dates remaining for the '53-'54 season, and we've many reservations already for the two succeeding seasons . . . so dictate that letter of inquiry now.

AIR-CONDITIONED, SOUND-EQUIPPED MEETING ROOMS for 25 to 1200 • WORLD-FAMOUS FOOD, AMERICAN PLAN RATE • ENTERTAINMENT • PROGRAM FOR LADIES • AMPLE EXHIBIT SPACE • Olympic Swimming POOL • 1000 FT. OF OCEAN BEACH • 4 TENNIS COURTS • 18 Hole GOLF COURSE • COCKTAIL LOUNGES

When great minds meet, they do it at the...

Several choice dates are still available for '54 and '55... now is a good time to discuss your plans

Hollywood Beach Hotel
HOLLYWOOD BY THE SEA IN FLORIDA
J. W. Tyler, Sales Mgr. N. Y. Office: 400 Madison Ave.

Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 6 suites available)
Convention Rates: Single: $5 to $6; Double: $7 to $8; Suites: $16 to $24
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 2 (150)
Rates for Meals: Breakfast: from $1; Lunch: from $1.50; Dinner: from $2
Liquor: Not served in hotel
Air Conditioning: 48 sleeping rooms
Charges for Banquet & Mtg. Rms.: No charge if hotel is headquarters
Net Exhibit Space: 160 sq. ft.
Other Equipment Available: PA system on first floor only, spotlights, stage
Parking: $1
Sports Facilities: Shuffleboard, Tennis, Bowling

MIAMI

Railroads: F.E.C.; S.A.L.
Airlines: EAL, NAL, DEL-C&S, PAA, KLM, AVIANCA, BOAC, BNF, CAP

AUDITORIUMS

Municipal Auditorium

320 N. E. 5th St. (Phone 827411)
Manager: Miss Elizabeth Bush
Exhibit Areas: 20,000 sq. ft.
Rental Fees: Based on square foot used for exhibits, or minimum rental.
Floor Load: Unlimited. **Ventilation:** Air conditioned
Ceiling Height: 15 to 35 ft. **P. A. System:** Available
Dimensions, Opening to Exhibit Hall: 12 ft. wide, 14 ft. high; 12 ft. wide, 10 ft. high
Storage Areas: Limited
Meeting Rooms and Capacities: Depends upon amount of exhibit space used
Facilities for Food Functions and Banquet Capacity: Complete kitchen; serves 2,200 for banquet.
Parking Facilities: 500 cars
Distance from Business District: Five blocks

Dinner Key Exposition Building

Dinner Key Drive (Phone: 83-4211)
Manager: Walter Clewis
Exhibit Areas: 85,000 sq. ft.
Rental Fees: On Application
Floor Load: Unlimited
Ventilation: Exhaust fans
Ceiling Height: 12 ft. to 30 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: Street level, 50 ft. wide, 30 ft. high
Utilities: Electricity, water
Storage Areas: New area to be built this year
Meeting Rooms and Capacities: Rooms can be partitioned
Facilities for Food Functions and Banquet Capacities: Can handle banquet up to 3,000
Parking Facilities: 1,500 cars
Distance from Business District: Four miles

Dade County Auditorium

2901 W. Flagler St. (Phone: 48-5948)
Manager: Jerry Donovan
Exhibit Areas: None
Rental Fees: $150, afternoon; $200, evening
Ventilation: Centrifugal air conditioning
P. A. System: Available
Meeting Rooms and Capacities: Auditorium seats 2,500
Parking Facilities: 859 cars
Distance from Business District: Two miles

Biscayne Terrace Hotel

See Advertisement, Page 50

340 Biscayne Blvd. (Phone: 9-3792)
Manager: William F. Usher
Convention Season: All year, except Feb.
Largest Group Accommodated: 250 (125 rooms including 30 suites available)
Convention Rates: Single: $8; Double: $10 to $16; Suites: $28 to $48
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: 75c; Lunch: $1.15; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if hotel is headquarters
Other Equipment Available: PA system, stage
Parking: Free facilities

Columbus Hotel (HSMA)

312 N. E. First St. (Phone: 3-2671)
Manager: A. L. Feenan
Convention Season: Apr. 1 to Dec. 15
Largest Group Accommodated: 275 (150 rooms available)
Convention Rates: Single: $6 to $8; Double: $8 to $12; Suites: $25
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Rates for Meals: Breakfast: 75c to $1.25; Lunch: $1.50 to $2; Dinner: $2.50 to $5
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 7,820 sq. ft.
Other Equipment Available: PA system, spotlights
Parking: $1.50 daily for in-and-out
Sports Facilities: Within short drive of all Miami facilities

Key Biscayne Hotel & Villas

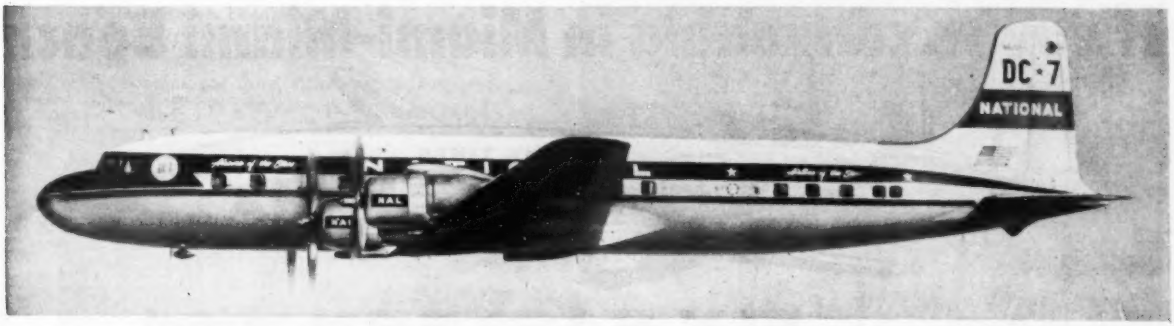
See Advertisement, Page 52

300 Ocean Drive (Phone: 81 4-5431)
Manager: Bob Neale
Sales Manager: Alan B. Bland
Convention Season: All year
Largest Group Accommodated: 225 (108 rooms available)
Convention Rates: Seasonal
No. Mtg. Rms. & Capacity of Largest: 1 (175)
No. Banquet Rms. & Capacity of Largest: 1 (225)
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Tennis, Golf, Shuffleboard

The McAllister Hotel (HSMA)

See Advertisement, Page 53

10 Biscayne Blvd. (Phone: 2-6151)
Manager: Warren Freeman
Sales Manager: M. W. Hooker
Convention Season: All year, except Feb. 1 to Mar. 26
Largest Group Accommodated: 700 (500 rooms and 25 suites available)
Convention Rates: Single: $5 to $9; Double: $8 to $14; Suites: $18 to $50



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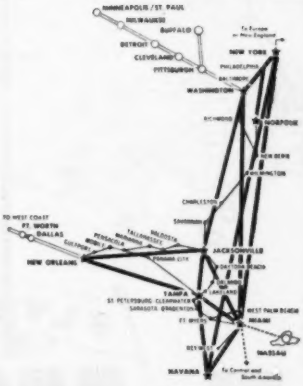

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Airline of the Stars

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Only 58 minutes away. Exclusive four-engine DC-6B flights. Just **$36**, round trip, plus tax!

No. Mtg. Rms. & Capacity of Largest: 6 (800)
No. Banquet Rms. & Capacity of Largest: 6 (550)
Rates for Meals: Breakfast: $1.25 to $2; **Lunch:** from $1.75; **Dinner:** from $2.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None for convention groups
Visual Aids Available: Easels, blackboards, projector, screens
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

Meet on a
Tropical Island Paradise—
just 15 minutes from downtown Miami

Ocean Beach
Golf Course
Two
Swimming Pools
Tennis Courts
Ocean Fishing

KEY BISCAYNE *hotel and villas*
KEY BISCAYNE MIAMI 49, FLORIDA

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Director of Sales and Conventions

MIAMI BEACH

Railroads: F.E.C.; S.A.L. (P. & O. boat to Miami)
Airlines: EAL, NAL, DEL-C&S, PAA

AUDITORIUM

Miami Beach Auditorium
1700 Washington Ave. (Phone 5-0436)
Manager: Claude Ritter
Exhibit Areas: Arena, 12,000 sq. ft.; state, 5,488 sq. ft.; lobby, 4,930 sq. ft.; promenades, 5,146 sq. ft.
Rental Fees: $.05 per sq. ft. per day; minimum $450, plus 10% of admissions, if any
Floor Load: Unlimited **Ventilation:** Air conditioned
Ceiling Height: 38.6 ft. **P. A. System:** Available
Columns: None in exhibit area
Utilities: AC any capacity; gas, water, drainage
Loading Facilities: Ample
Storage Areas: Ample
Meeting Rooms and Capacities: Four rooms to seat 76, 80, 180, 75
Facilities for Food Functions: Caterer can serve banquet up to 1,500
Parking Facilities: Ample
Distance from Business District: In center city

Biltmore Terrace
See Advertisement, Page 54
Ocean at 97th St. (Phone: 86-5731)
Manager: T. J. MacSpeiden
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms available)
Convention Rates: Seasonal
No. Mtg. Rms. & Capacity of Largest: 4 (400)

If you're convening in Miami-Miami Beach

FLY EASTERN and...

- gain at least one extra day for fun in the sun, or be back at your desk one day earlier.
- visit the beautiful islands of the Caribbean. See Puerto Rico, Virgin Islands, Nassau, Havana or Mexico after the convention ...at little extra cost. Group leaders travel FREE!
- take your wife and family along...they'll love it!

WRITE OR CALL: Convention Manager, Eastern Air Lines, 10 Rockefeller Plaza, New York 20, N. Y., or your local Eastern Air Lines office

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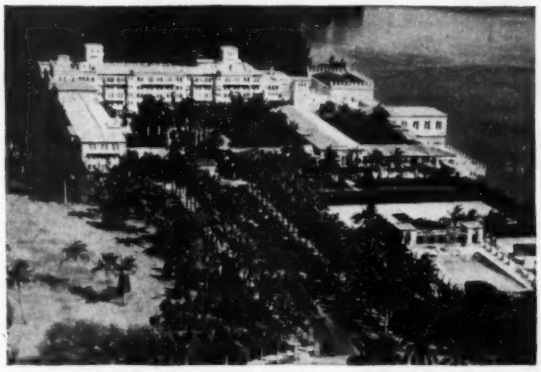
95% OF THE NATION'S CONVENTIONS ARE HELD IN CITIES SERVED BY EASTERN

THE FINEST FLORIDA CAN OFFER

SCHINE HOTELS
Finest under the Sun



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A 3000 acre private estate. Superb sports facilities and hotel accommodations. On the ocean, between Palm Beach and Miami. Golf, tennis, fishing, bathing, all resort activities. Theatre seating 500, meeting rooms, every facility and service for conventions. Open Oct. thru June.

Roney Plaza Hotel

MIAMI BEACH, FLA.

Most spacious, best located ocean-front hotel in Miami Beach. Completely air conditioned. Every facility for a successful meeting! Close to Miami Beach Convention Hall. 3 block beach, pool, beautiful gardens, cabanas, tennis, putting greens, TV in every room. Open all year.

The McAllister

MIAMI, FLA.

Completely air conditioned, biggest, best in Miami. Facing Bayfront Park, close to business, shopping, transportation, etc. New Convention Hall seating 800 off lobby. TV in every room. Excellent facilities for large and small meetings. Adjacent to Municipal Auditorium. Open all year.

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New York: 445 Park Avenue • MU 8-0110
Chicago: 333 N. Michigan Avenue • ANdover 3-6222
Florida: 120 24th St., Miami Beach • 5-6011
Washington: Leonard Hicks Associates • EX 3-6481

No. Banquet Rms. & Capacity of Largest: 3 (350)
Rates for Meals: Breakfast: 75c; Lunch: $1.10; Dinner: $2 in coffee shop. In dining room—from $3.50
Liquor: Served in hotel
Air Conditioning: Entire hotel

A Kirkeby Hotel

The Biltmore Terrace

MIAMI BEACH

ON THE OCEAN AT FASHIONABLE 87TH STREET
TELEPHONE MIAMI BEACH 86-5731

Distinguished Accommodations and Services for Groups up to 400

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CASABLANCA
Greatest Convention Value
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MIAMI BEACH
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300 Luxuriously Appointed Rooms, Suites & Penthouses.
Several Conference Rooms seating from 20 to 600 persons.
Superb Banquet Facilities serving the Best in Cuisine.
Dining Room • Coffee Shop • Cocktail Lounge.
Club Morocco featuring Dancing & Entertainment Nightly.
Magnificent Cabana Club & Olympic Swimming Pool.

Combine a Wonderful Vacation With Your Convention

THE Casablanca
Jack Parker, Managing Dir.
ON THE OCEAN AT 63rd STREET, MIAMI BEACH

Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Bathing, Fishing, Boating

Casablanca Hotel

See Advertisement, Page 54

6345 Collins Ave. (Phone: 86-8851)
Manager: Jack Parker
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms and 64 suites available)
Convention Rates: Single: $8; Double: $10; Suites: $20
No. Mtg. Rms. & Capacity of Largest: 4 (800)
No. Banquet Rms. & Capacity of Largest: 4 (800)
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: $6 per week
Sports Facilities: Swimming, Golf, Fishing

Delano Hotel (HSMA)

See Advertisement, Page 58

1685 Collins Ave. (Phone: 58-7881)
Manager: Charles C. Goldberg
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 30 suites available)
Convention Rates: Single: $6 to $8; Doubles: $8 to $10; Suites: $20 to $30
No. Mtg. Rms. & Capacity of Largest: 4 (600)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Rates for Meals: Breakfast: $1 to $2.50; Lunch: $2.50 to $3.50; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1 daily or $5 weekly
Sports Facilities: Swimming, Ping Ping, Golf

DiLido Hotel (HSMA)

See Advertisement, Page 55

Lincoln Rd. and The Ocean (Phone: 58-8565)
Manager: James J. Carroll
Sales Manager: Led Gardner
Convention Season: All year
Largest Group Accommodated: 350 (350 rooms and some suites available)
Convention Rates: Double: $10 to $14; Suites: $20 to $40. American Plan rates on request
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 6 (1,000)
Rates for Meals: Breakfast: from $1.50; Lunch: from $3; Dinner: from $5.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 8,000 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Tennis, Golf, Fishing

Empress Hotel (HSMA)

See Advertisement, Page 57

43rd to 44th St. on Ocean (Phone: 58-6892)
Manager: Michael J. Kelley
Convention Season: All year except Feb. and Mar.
Largest Group Accommodated: 500 (250 rooms, including suites, available)
Convention Rates: Double: $10; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 6 (750)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: 85c to $2; dinner $2.25 to $4.50.
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft.
Visual Aids Available: Easel, movie projectors
Other Equipment Available: PA system, spotlights, stage
Parking: $1 over night
Sports Facilities: Swimming, Tennis, Fishing, Golf

Flamingo Hotel

1500 Bay Rd. (Phone: 5-0532)
Manager: James B. Smith
Convention Season: Dec., Jan., after Mar. 20, Apr.
Largest Group Accommodated: 375 (150 rooms and 28 suites available)
Convention Rates: Single: $16; Double $28 to $32; Suites: $40 to $42. Rates for Modified American Plan and are seasonal.

HOTEL

di Lido

- The BEST LOCATION on Miami Beach—Lincoln Road and Collins Ave., on the Ocean.
- BANQUET HALL, and CONVENTION HALL seating 1000 persons.
- Miami Beach's LARGEST POOL and Cabana Club, plus Solaria, steam rooms and gymnasium
- 330 de luxe rooms, bathroom with dressing rooms, walk-in closets.
- COMPLETELY AIR-CONDITIONED.
- 300 feet of PRIVATE BEACH
- Theatre-seating TV ROOM
- 2 blocks from the Miami Beach Municipal Auditorium
- Sound-equipped meeting rooms for 25 to 1000
- The Magnificent Venetian Dining Room, and incomparable Coffee Shop.
- Two Cocktail Lounges, and the MOULIN ROUGE Nite Club.
- For after-meeting recreation, swimming, fishing, card rooms, cocktail lounges, theatres.
- AND unlimited facilities for the entertainment of your wives . . . fashion shows, bridge parties, our own huge Nite Club . . . not to mention shopping on fabulous Lincoln Road.

ON THE OCEAN • LINCOLN ROAD & COLLINS AVE., MIAMI BEACH

Here, for the first time in Miami Beach, is a great hotel designed to meet all of your CONVENTION needs!

James J. Carroll
Manager

Rush Strayer
Executive Asst. Manager

No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 1 (600)
Rates for Meals: Breakfast: $1.50; Lunch: ala Carte; Dinner: $4
Liquor: Served in hotel
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Golf, Tennis, Putting, Swimming, Shuffleboard, Boating, Fishing

Golden Gate Hotel

See Advertisement, Page 55
19400 Collins Ave. (Phone: North Dade 6-3359)
Manager: John M. Duff, Jr.
Convention Season: All year, except Feb. and Mar.
Largest Group Accommodated: 500 (500 rooms and 50 suites available)
Convention Rates: Single: $5 to $12; Double: $6 to $12; Suites: $12 to $24. Rates are seasonal.

No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Rates for Meals: Breakfast: $1 to $1.50; Lunch: $1 to $2.50; Dinner: $2 to $5. Rates in cafeteria lower.
Liquor: Served in hotel
Air Conditioning: Entire hotel
Net Exhibit Space: 4,000 sq. ft. on one floor
Visual Aids Available: 16mm moving picture projector, 32mm still picture projector

THE GOLDEN GATE

LARGEST HOTEL-MOTEL APARTMENT-COTTAGE-VILLA PROJECT IN THE WORLD!

COVERING 28 ACRES FROM OCEAN TO BAY
A TROPICAL PARADISE IN NORTH MIAMI BEACH
QUIET, SECLUDED, YET CONVENIENT TO CHURCHES, SCHOOLS, THEATRES, RACE TRACKS, NIGHT LIFE

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- OUR PRIVATE BEACH
- YACHT CLUB • BOAT DOCKS
- THREE SWIMMING POOLS
- CHILDREN'S SUPERVISED PLAY-GROUNDS • TENNIS COURTS
- TWO COCKTAIL LOUNGES • CAFETERIA
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- STEAM ROOMS • RADIO EVERY ROOM
- TELEVISION • WATER SKIING • ALL OTHER WATER SPORTS
- TUNNEL UNDER COLLINS AVENUE • SHOPPING CENTER
- COVERED GARAGE • FREE PARKING, 800 CARS
- MEDICAL CENTER • SMART SHOPS • DEEP SEA FISHING BOATS
- PLANNED ENTERTAINMENT • DANCING • GAME ROOMS
- **100% AIR CONDITIONED THROUGHOUT THE YEAR**
- **CONVENTION HALL SEATING 500 PERSONS • BANQUET ROOMS**

PARK AT YOUR OWN DOOR.
Select Clientele
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Phone North Dade, 6-3359

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6551 COLLINS AVE.
MIAMI BEACH
Phone
86-8721

SOUTH ATLANTIC

Fla., Miami Beach (cont.)

Other Equipment Available: PA system, spotlights, platform
Parking: Facilities for 800 cars. Garage—$1; outdoors free
Sports Facilities: Swimming pools, Tennis, Shuffleboard, Water skiing, Boating, Fishing

Kenilworth Hotel (HSMA)

102nd St. & Collins Ave. (Phone: 86-2711)

Manager: F. A. Sheahan
Sales Manager: Robert H. Whalen
Convention Season: May 1 to Nov. 30
Largest Group Accommodated: 200
Convention Rates: Single: $6 to $8; Double: $8 to $10; Suites: $16 to $20
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: $1 to $2.50; Dinner: $3 to $5
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 16mm projector and screen
Other Equipment Available: PA system
Parking: Free facilities in 700-car lot
Sports Facilities: Swimming, Shuffleboard, Putting green

The Lord Tarleton

See Advertisement, Page 56

4041 Collins Ave. (Phone: 5-7711)

Manager: L. Jack Low
Sales Manager: Joel McKible
Convention Season: All year
Largest Group Accommodated: 250 (132 rooms and 40 suites available)
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Rtes for Meals: Breakfast: 50c to $1.25; Lunch: 85c to $1.50; Dinner: $2.25 to $4
Liquor: Served in hotel
Air Conditioning: Entire hotel
Net Exhibit Space: 3,000 sq. ft.—garden and coconut grove for outdoor exhibits
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Bathing, Sailing, Fishing, Swimming pool, Private beach

Monte Carlo Hotel (HSMA)

See Advertisement, Page 56

6552 Collins Ave. (Phone: 86-8721)

Manager: Theodore B. Hankoff
Sales Manager: Richard H. Frey
Convention Season: Jan., May, June, Sept., Oct., Nov., first half of Dec.
Largest Group Accommodated: 350 (125 rooms and 12 suites available)
Convention Rates: Single: $6 to $8; Double: $8 to $10; Suites: $16 to $20
No. Mtg. Rms. & Capacity of Largest: 4 (600)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Rates for Meals: Breakfast: from $1.25; Lunch: from $2; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,000 on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Golf, Tennis, Shuffleboard, Swimming, Ping Pong

The Nautilus

1825 Collins Ave. (Phone: 58-6841)

Manager: Charles Yavers
Sales Manager: Robert Gocke
Convention Season: All year
Largest Group Accommodated: 400 (240 rooms and 60 suites available)
Convention Rates: Single: $7 to $24; Double: $8 to $24. Rates are seasonal
No. Mtg. Rms. & Capacity of Largest: 2 (400)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Rates for Meals: Breakfast: 50c to $1.50; Lunch: $1.25 to $2.50; Dinner: $2 to $10
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Fishing, Tennis, Swimming, Water Skiing

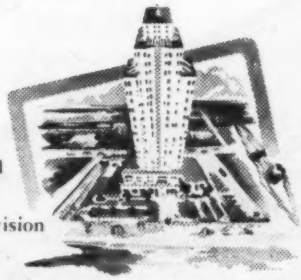
COMPLETE CONVENTION FACILITIES AVAILABLE
• Meeting Rooms • Dining Rooms • Dining Terraces •
Outdoor Cocoanut Grove
• Famed Jolson Corner •
Convenient Parking

AT THE NEWER

Lord Tarleton

MIAMI BEACH

...*completely* re-styled and
excitingly decored with
extravagant *simplicity*.
Dancing, *Entertainment*, Television
...and a *superlative* cuisine



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MIAMI BEACH
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40th-41st Sts

For complete details, write to:
JOEL McKIBLE, Convention Director,
LORD TARLETON, MIAMI BEACH 40, FLA.

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Conventionland U.S.A.

New air-conditioned Municipal
Auditorium seats 4,500

- Offers new approach to convention success
- Greatest concentration of new hotels in the world
- 29,000 hotel rooms
- Fine restaurants
- Famous shopping centers
- Delightful weather year-'round
- Reduced rates for spring, summer and fall conventions

For information, write: Tom F. Smith, Dir.
Miami Beach Convention Bureau, 400 14th St.,
Miami Beach 39, Fla.

This Message is Prepared and Published
by the City Government of Miami Beach

Roney Plaza (HSMA)

See Advertisement, Page 53

2301 Collins Ave. (Phone: 5-6011)
Manager: J. S. Suits
Sales Manager: Harry B. Esky
Convention Season: Apr. 20 to Dec. 20, Jan. 5 to 20
Largest Group Accommodated: 400
Convention Rates: Single: $8 to $12; Double: $10 to $14; Suites: $25 to $45
No. Mtg. Rms. & Capacity of Largest: 4 (550)
No. Banquet Rms. & Capacity of Largest: 4 (550)
Rates for Meals: Breakfast: to $1.25; Lunch: to $2.50; Dinner: $2.75 to $7.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 16,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Tennis, Golf, Fishing, Swimming

Sans Souci Hotel (HSMA)

See Advertisement, Page 57

31st & Collins Ave. (Phone: 58-6861)
Manager: Stuart L. Moore
Sales Manager: Jack M. Slone
Convention Season: May 1 to June 30, Aug. 1 to Dec. 15, Jan. 2 to 20
Largest Group Accommodated: 350 (150 rooms and 20 suites available)
Convention Rates: Double: $10 to $16; Suites: $28 to $32
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 3 (450)
Rates for Meals: Breakfast: to $1.50; Lunch: to $4; Dinner: $2.50 to $8
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,220 sq. ft. 3,220 on one floor, 2,000 on another
Visual Aids Available: Bulletin boards, easels, projection equipment can be rented
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day in and out
Sports Facilities: Swimming, Shuffleboard, Table tennis, Fishing, Golf

Saxony Hotel (HSMA)

See Advertisement, Page 57

3200 Collins Ave. (Phone: 58-6811)
Manager: George E. Fox
Sales Manager: Jack M. Slone
Convention Season: May 1 to Dec. 15, Jan. 2 to 20
Largest Group Accommodated: 300 (80 rooms and 10 suites available)
Convention Rates: Single: $10 to $16; Double: $10 to $16; Suites: $28 to $32
No. Mtg. Rms. & Capacity of Largest: 4 (600)
No. Banquet Rms. & Capacity of Largest: 2 (600)
Rates for Meals: Breakfast: to $2; Lunch: $2 to $5; Dinner: from $3.75
Liquor: Served in hotel
Air Conditioning: Entire hotel

DESIGNED WITH MEETINGS IN MIND...

The **Empress**

Miami Beach's NEWEST Luxury Hotel

Featuring a Convention Ball Room with banquet facilities for over 800 persons...4 additional Meeting Rooms—Special Display Areas—Penthouses...

...for pleasure:

Huge salt-water swimming pool . . . private beach . . . night club . . . fully equipped Turkish Bath . . . complete entertainment program.

...and for convenience:

Ideal oceanfront location convenient to golf . . . racing . . . deep sea fishing . . . shopping . . . theatres and night clubs . . . Completely Air Conditioned with individual thermo control in every guest room.

Write for Color Folder and Convention Specification Sheet: Ledyard Gardner—Sales Manager

DIRECTLY ON THE OCEAN—43rd to 44th Streets—Miami Beach, Florida

SOMETHING NEW has been added!

Now available at group rates . . . one of the world's fabulous resort-estates offering Miami Beach's finest convention facilities . . . conveniently located . . . magnificent pool and cabana colony . . . meeting and dining rooms for 25 to 500 persons . . . air conditioned . . . American or European Plan.

Write Direct

SEA ISLE

ON THE OCEAN AT 30th STREET

MIAMI BEACH

"I've tried everything, fancy dinners, fine orchestras, and now even Chorus Girls . . . but he just can't forget that convention at the Sans Souci and Saxony!"

...and neither will you!

Conventioning at these famous hotels is memorable for many reasons. Side by side, and directly on the ocean, these two hotels offer you complete facilities for business sessions, 9 meeting rooms seating to 500, banquet rooms for 450, outdoor banquet facilities for 1300, 2 famous nite-clubs, 2 coffee shops, 4 dining rooms, 2 cocktail lounges, 2 luxurious swimming pools, cabanas, and private beaches. European, American, or Modified American plans optional. Completely Air-conditioned. Competitive rates.

the SANS SOUCI and SAXONY hotels

MIAMI BEACH, FLORIDA • JACK M. SLONE, Sales Manager

ORLANDO

the Hub of Florida

the ANGEBILT

Complete Facilities

- **Meetings**
- **Seminars**
- **Conventions**

50 TO 500

Exhibition Areas

Food with a reputation
Banquets
Coffee Shop
Cocktail Lounge

Orlando Convention Bureau will assist in your convention plans.

SOUTH ATLANTIC

Fla., Miami Beach (cont.)

Net Exhibit Space: 5,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day on private lot
Sports Facilities: Pool, Beach, Shuffleboard, Golf, Fishing

The Sea Isle Hotel (HSMA)

See Advertisement, Page 57

3001 Collins Ave. (Phone: 5-7841)
Manager: William L. Stewart
Sales Manager: David R. Hochberg
Convention Season: All year except Dec. 22 to Jan. 5, Feb. 1 to Mar. 15, Mar. 15 to Apr. 20
Largest Group Accommodated: 500 (250 rooms available)
Convention Rates: Double: $10 to $16; Suites: $28 to $30
No. Mtg. Rms. & Capacity of Largest: 10 (600)
No. Banquet Rms. & Capacity of Largest: 4 (600)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2.75; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meting rooms, and 188 sleeping rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 12,000 sq. ft. on one floor
Visual Aids Available: Can obtain any that may be required
Other Equipment Available: PA system, spotlights, stage according to needs
Parking: $1 per day
Sports Facilities: Tennis, Golf, Water skiing, Volley ball, Badminton, Deep-sea fishing

Shelborne Hotel (HSMA)

See Advertisement, Page 58

Ocean at 18th St. (Phone: 5-1271)
Manager: Ben Kline
Resident Manager: Charles C. Trice
Convention Season: All year except Christmas-New Year period, Feb., Mar.
Largest Group Accommodated: 150 (70 rooms available)
Convention Rates: Double: $8 to $20; Suites: $20 to $40
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Rates for Meals: Breakfast: from 75c; Lunch: from $1; Dinner: from $1.85
Liquor: Served in hotel. Have package store liquor license
Air Conditioning: Entire hotel
Charges for Banquet & Metg. Rms.: Depends on convention size and over-all revenue
Net Exhibit Space: 9,355 sq. ft.
Other Equipment Available: PA system, spotlights, dais for 8 speakers chairs
Parking: $1 per day, $5 per week
Sports Facilities: Beach and pool, Water skiing, Deep-sea fishing, Golf, Tennis, Spear-fishing

Shore Club Hotel (HSMA)

See Advertisement, Page 58

1901 Collins Ave. (Phone: 58-7811)
Manager: Morton Kirsch
Sales Manager: Wolf Muller
Convention Season: All year, except Jan. 15 to Mar. 15
Largest Group Accommodated: 200 (100 rooms available)
Convention Rates: Single or Double: $12 to $30. Rates are seasonal
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: $1.25 to $2; Dinner: $2 to $3.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Visual Aids Available: Sound motion picture projector
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day
Sports Facilities: Swimming

ORLANDO

Railroads: S.A.L.; A.C.L.
Airlines: EAL; NAL

The Angebilt (HSMA)

See Advertisement, Page 58

37 N. Orange Ave. (Phone: 5-3511)
Manager: James N. Conley
Convention Season: All year, but limited during Jan., Feb. and Mar.
Largest Group Accommodated: 300 (200 rooms and 6 suites available)
Convention Rates: Single: $4.50 to $8; Double: $7 to $12; Suites: $17.50
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Rates for Meals: Lunch: 90c to $1.50; Dinner: $1.50 to $4.50
Air Conditioning: Banquet and meeting rooms, and 70 sleeping rooms

For your next convention —
CRUISE TO
Havana

aboard the S. S. FLORIDA

Highlight your Havana meeting with a delightful overnight cruise from Miami on the 500-passenger S.S. Florida. Wonderful extension to Miami-Miami Beach conventions, too. Round trip includes 4 meals in air-conditioned dining saloon, all outside staterooms, entertainment. $47.00 plus taxes.

FOR CONVENTION FOLDER, WRITE:

P & O Steamship Co.
Box 1349, Miami, Florida

MIAMI • HAVANA

NASSAU
WEEKEND CRUISES!
APRIL 23 and 30
and every Friday beginning June 4
$55 UP
plus taxes

The Auditorium Group

OFFERS

Miami Beach's Finest Convention Facilities

500 air conditioned rooms all located 1 block from Auditorium. Meeting rooms, finest dining facilities and unmatched resort features. The best at moderate costs.

Write Wolf Muller, *Sales Director*

c/o Shore Club Hotel, Miami Beach, Fla.

phone 58-7811

Shore Club Hotel
19th St. and Ocean

Shelborne Hotel
18th St. and Ocean

Delano Hotel
17th St. and Ocean

Charges for Banquet & Mtg. Rms.: None when convention headquarters
Net Exhibit Space: 5,682 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 in garage
Sports Facilities: Golf, Tennis

Orange Court Hotel

650 N. Orange Ave. (Phone: 2-5131)
Manager: Jas. M. Milligan
Convention Season: May to Dec.
Largest Group Accommodated: 400 (200 rooms and 18 suites available)
Convention Rates: Single: $5 to $6; Double: $8 to $12; Suites: $16 to $25
No. Mtg. Rms. & Capacity of Largest: 8 (400)
No. Banquet Rms. & Capacity of Largest: 4 (350) Lighted lawn can accommodate 500
Rates for Meals: Breakfast: 85c to $1.50; Lunch: $1.50 to $2.50; Dinner: $2 to $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 50% of sleeping rooms
Charges for Banquet & Mtg. Rms.: Depends upon displays
Other Equipment Available: PA system, stage
Parking: Free facilities
Sports Facilities: Pitch 'n putt course, Tennis, Boating, Horseback riding, Swimming pool, Shuffleboard

San Juan Hotel

32 N. Orange Ave. (Phone: 4141)
Manager: John E. Weir
Convention Season: All year
Largest Group Accommodated: 200 (150 rooms and 3 suites available)
Convention Rates: Single: $4.50 to $9; Double: $7.50 to $11; Suites: $15 to $25
No. Mtg. Rms. & Capacity of Largest: 2 (400)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 122 bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 5,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day

ORMOND BEACH

Railroads: F.E.C.

Coquina Hotel

(Phone: 2-3636)
Manager: Mrs. Walter Bovard
Convention Season: Jan. to May, June to Sept.
Largest Group Accommodated: 200 (115 rooms and 6 suites available)
Convention Rates: Single: $15 to $20; Double: $28 to $38; Suites: $44 to $56. Rates are for American Plan
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Parking: Free facilities
Sports Facilities: Golf, Tennis, Horseback riding, Fishing, Boating, Shuffleboard

PALM BEACH

Railroads: Fla. East Coast
Airlines: EAL, NAL

Palm Beach Biltmore Hotel

Bradley Place (Phone: 2-1781)
Manager: James J. Farrell
Convention Season: Large groups, Dec., early Jan., late Mar. and April. Small groups all Jan. and all Mar.
Largest Group Accommodated: 1,000 (500 rooms and 55 suites available)
Convention Rates: Single: $20; Double: $32; Suites: $44. Rates are for modified American Plan
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 3 (900)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $5
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free parking outside. Garage $1.50 per night
Sports Facilities: Swimming pool, Tennis, Putting green, Shuffleboard, Badminton

Whitehall Hotel

(Phone: 6121)
Manager: Thomas V. Knox
Sales Manager: Harold LaFrenere
Convention Season: Mid-Dec. to mid-Apr., except between Dec. 20 and Jan. 2 or Feb.
Largest Group Accommodated: 500 (200 rooms and 23 suites available)
Convention Rates: Single: $18 to $20; Double: $32 to $36; Parlors: $10 or $12 additional. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 4 (600)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $5 to $7
Liquor: Served in hotel
Charges for Banquet & Mtg. Rm.: None
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Tennis, Swimming

PONTE VEDRA BEACH

Railroads: A.C.L.; S.A.L.; S. Ry.; F.E.C.; Ga. So. & Fla.—all to Jacksonville
Airlines: EAL, NAL, DEL-C&S, SOU, CAP—all to Jacksonville

The Inn

(Phone: 6-2121)
Manager: James A. Crawford
Convention Season: All year, except Mar. and Apr.
Largest Group Accommodated: 120
Convention Rates: Single: $17 to $23;, Double: $24 to $36. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 4 (120)
No. Banquet Rms. & Capacity of Largest: 4 (120)
Liquor: Served in hotel
Air Condiitoning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, stage
Parking: Facilities available
Sports Facilities: Golf, Swimming, Tennis, Shuffleboard, Horseshoes

PUNTA GORDA

Railroads: A.C.L.

Charlotte Harbor Hotel (HSMA)

Marion Ave. (Phone: Neptune 2-1101)
Manager: G. Floyd Alford, Jr.
Convention Season: Dec., late Mar.
Largest Group Accommodated: 150 (130 rooms and 20 suites available)
Convention Rates: Single: $18; Double: $30; Suites: $35. Rates for American Plan
Np. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Rates for Meals: Breakfast: $1.50; Lunch: $3.50; Dinner: $4.25
Liquor: Served in hotel
Other Equipment Available: PA system, spotlights
Parking: Facilities available
Sports Facilities: Golf, Archery, Shuffleboard, Swimming, Tennis, Putting green

ST. AUGUSTINE

Railroads: F.E.C.

Monson Hotel and Motor Cottages (HSMA)

Bay St. (Phone: 1441)
Manager: W. W. Faw
Convention Season: All year
Largest Group Accommodated: 100 (90 rooms and 5 suites available)
Convention Rates: Single: $5; Double: $8; Suites: $12
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Rates for Meals: Breakfast: $1.25; Lunch: $1.50; Dinner: $2.50
Liquor: Not served in hotel
Air Conditioning: Public rooms and cottages
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities for 200 cars
Sports Facilities: Golf, Swimming

Hotel Ponce de Leon

(Phone: 1731)
Manager: Edward G. Flather, Jr.
Convention Season: Large groups Jan. & Apr.; small groups Dec. 22 to Apr. 20
Largest Group Accommodated: 360 (240 rooms and 12 suites available)
Convention Rates: Single: $18; Double: $30; Suites: $45. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Rates for Meals: Breakfast: $1.50; Lunch: $2.75; Dinner: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Visual Aids Available: 16mm projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming pool, Tennis, Shuffleboard, Fishing

ST. PETERSBURG

Railroads: A.C.L.; S.A.L.
Airlines: NAL, TCA, EAL

Soreno Hotel (HSMA)

See Advertisement, Page 59
Beach Drive & 1st Ave. North (Phone: 7-7801)
Manager: Martin C. McNiel
Sales Manager: John Monahan
Convention Season: Oct. 1 to May 25, except Feb. 1 to Mar. 20
Largest Group Accommodated: 550 (275 rooms and 10 suites available)
Convention Rates: Single: $14 AP, $6 to $8 EP; Double: $24 to $28 AP, $9 to $11 EP; Suites: $34 to $40 AP, $16 to $20 EP
No. Mtg. Rms. & Capacity of Largest: 4 (550)
No. Banquet Rms. & Capacity of Largest: 3 (550)
Rates for Meals: Breakfast: $1.25 to $2; Lunch: from $2.25; Dinner: from $4
Liquor: Served in hotel
Air Conditioning: One banquet and meeting room
Charges for Banquet & Mtg. Rms.: None for large conventions
Visual Aids Available: 16mm projector and screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 over night in garage, free parking on street
Sports Facilities: Golf, Tennis, Swimming, Shuffleboard, Horseback riding

Suwannee Hotel

1st Ave. & 5th St., North (Phone: 7-7871)
Manager: Paul Brown
Sales Manager: Mercer Brown

Sales Managers Acclaim!

the SORENO Hotel

ST. PETERSBURG FLORIDA

Delegates Agree!!

Sales meeting . . . executive conference . . . convention . . . big or small, you can rest assured that your meeting at the Soreno will be an outstanding success. Our well-trained convention staff will work with your chairman on every detail.

- Meeting rooms accommodating 10 to 500
- Superb cuisine—2 dining rooms
- Beautiful ball room
- Cocktail lounge . . . entertainment nightly

For dates and further details wire or write Promotion Manager.

Convention Season: All year, except Jan., Feb., Mar.
Largest Group Accommodated: 200 (150 rooms and 15 suites available)
Convention Rates: Single: $5; Double: $8; Suites: $12 to $20
No. Mtg. Rms. & Capacity of Largest: 4 (225)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Rates for Meals: Breakfast: 85c to $2; Lunch: $1.25 to $2; Dinner: $2.50 to $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 50 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,000 on one floor
Other Equipment Available: PA system, spotlights,stage
Parking: $1 over night

The Vinoy Park (HSMA)

5th Ave. North & Beach Drive (Phone: 7-7891)

Manager: Sterling B. Bottome
Sales Manager: John A. Monahan
Convention Season: Prior to Feb. 1 and after Mar. 22
Largest Group Accommodated: 650 (300 rooms and 25 suites available)
Convention Rates: Single: $16; Double: $26; Suites: $15 daily for parlor in addition to bedroom charge. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (750)
No. Banquet Rms. & Capacity of Largest: 2 (850)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 16mm projector and screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per night in garage. No charge for street parking
Sports Facilities: Swimming, Shuffleboard, Putting green, Golf, Sailing, Tennis, Horseback riding

SANFORD

Railroads: A.C.L.; Str.

The Mayfair Inn

1000 E. 1st St. (Phone: Sanford 1200)

Manager: Charles G. Marian
Convention Season: Dec., Apr.
Largest Group Accommodated: 275 (160 rooms available)
Convention Rates: Single: $15 to $20; Double: $26 to $32; Suites: $40 to $44. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Rates for Meals: Breakfast: $1.25; Lunch: $1.75; Dinner: $2.75
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Included in convention rates
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming, Tennis, Shuffleboard

SARASOTA

Railroads: A.C.L.; S.A.L.
Airlines: NAL

AUDITORIUM

Municipal Auditorium

Sarasota, Fla. (Phone: 68-611 Ringling)

Manager: T. F. Wilson
Exhibit Areas: Arena, 10,000 sq. ft.
Rental Fees and Services: $125 per day includes light, janitor, PA and air conditioning
Ventilation: Air conditioned
Ceiling Height: 15 ft. to 50 ft.
P. A. System: Available
Columns: None
Utilities: 110 and 220 current
Loading Facilities: Loading platform
Meeting Rooms: None
Facilities for Food Functions and Banquet Capacity: Can handle banquet up to 1,000
Parking Facilities: Adequate
Distance from Business District: Three-fourths mile

Mira-Mar Hotel

Palm Ave. So. of Main (Phone: 2-5181)
Manager: R. M. Grinstead
Convention Season: Nov. 15 to Apr. 15, except Jan. 25 to Mar. 15
Largest Group Accommodated: 200 (90 rooms available)
Convention Rates: Single: $4 to $6; Double: $6 to $9; Suites: from $12
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Rates for Meals: Breakfast: 50c to $1.50; Lunch: 65c to $2.50; Dinner: 90c to $4.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights
Parking: 50c
Sports Facilities: Shuffleboard

TALLAHASSEE

Railroads: S.A.L.
Airlines: EAL, NAL

Floridan Hotel

Monroe & Call Sts. (Phone: 2-3850)

Manager: Robert A. Riedel
Convention Season: All year
Largest Group Accommodated: 200 (85 rooms and 5 suites available)
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Rates for Meals: Breakfast: 50c to 95c; Lunch: 65c to $1.25; Dinner: $1.00 to $3
Liquor: Not served in hotel. Do have beer lounge and serve beer
Air Conditioning: Banquet and meeting rooms, and 60 bdrooms
Other Equipment Available: PA system
Parking: Free facilities

TAMPA

Railroads: A.C.L.; S.A.L.
Airlines: EAL, NAL, TCA

AUDITORIUM

Fort Homer Hesterly Armory

Tampa, Fla. (Phone: 8-3079)

Manager: Joe L. Givens
Exhibit Areas: 26,400 sq. ft.
Rental Fees and Services: $300 per day, includes services
Ceiling Height: 43 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 10 ft. by 10 ft.
Columns: None
Utilities: 110-220 current
Loading Facilities: Truck lift
Meeting Rooms and Capacities: Two, 100 each
Facilities for Food Functions and Banquet Capacity: Caterer can serve 1,500
Parking Facilities: 3,000 cars
Distance from Business District: One mile

Floridan Hotel

905 Florida Ave. (Phone: 25511)

Manager: J. B. Pickard
Convention Season: All year
Largest Group Accommodated: ... (200 rooms available, except during Jan., Feb., Mar., which is busy season)
Convention Rates: Single: from $5; Double: from $8; Suites: from $15—prices plus 3% tax
No. Mtg. Rms. & Capacity of Largest: 2 (250)
No. Banquet Rms. & Capacity of Largest: 1 (250)
Rates for Meals: Breakfast: from $1; Lunch: from $2; Dinner: from $2.50—prices plus 3% tax
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms: $50 if no food service
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per night

Tampa Terrace (HSMA)

Lafayette & Florida Ave. (Phone: 25561)

Manager: Bartley Gay
Convention Season: All year, except Feb., Mar.
Largest Group Accommodated: 150 (50 rooms and 5 suites available)
Convention Rates: Single: from $5; Double: from $8; Suites: $15
No. Mtg. Rms. & Capacity of Largest 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Rates for Meals: Breakfast: 80c; Lunch: $1; Dinner: $2.25
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,830 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25

WEST PALM BEACH

Railroads: F.E.C.; S.A.L.
Airlines: EAL, NAL, QA

Hotel George Washington (HSMA)

1st St. & Flagler Drive (Phone: 8191)

Manager: Hubert D. England
Convention Season: All year
Largest Group Accommodated: 400 (Jan. 15 to Mar. 15—can protect to 50 room occupancy. Other time—to as many as 100 rooms)
Convention Rates: Single: $5 and $6; Double: $8 and $10; Suites: $12 and $14
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Rates for Meals: Breakfast: From 40c; Lunch: from 85c; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Deep-sea fishing, Swimming, Golf, Tennis

Hotel Pennsylvania

(Phone: 7101)

Manager: H. B. England
Convention Season: Dec. 1 to May 1
Largest Group Accommodated: 500 (300 rooms and 10 suites available)
Convention Rates: Single: $6 to $10; Double: $8 to $12; Suites: $20 to $30
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: $1.25 to $2.50; Dinner: $2.50 to $5
Liquor: Served in hotel
Air Conditioning: One banquet and meeting room
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,582 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: $1
Sports Facilities: Golf, Swimming, Tennis, Sailing, Deep-sea fishing

GEORGIA

ATLANTA

Railroads: C. of Ga.; S.A.L.; L. & N.; Southern; A. & W. Pt.; Ga.; A.C.L.; N.C. & St. L.
Airlines: EAL, DEL-C&S, CAP, SOU

AUDITORIUM

Atlanta Municipal Auditorium

30 Courtland St., S.E. (WA 6371)

Manager: H. H. Niebruegge
Exhibit Areas: Arena, 10,290 sq. ft.; Taft Hall, 4,000 sq. ft.; Ex. Hall #1, 5,500; Ex. Hall #2, 4,400 sq. ft.; Ex. Hall #3, 7,000 sq. ft.; Com. Room #1, 1,316 sq. ft.; Com. Room #2 2,386 sq. ft. Sky Room, 7,500 sq. ft.
Rental Fees and Services: Arena $300 per day; Taft Hall, $100; Ex. Hall #1, $100; Ex. Hall #2, $75; Ex. Hall #3, $125; Com. Room #1, $25; Com. Room #2, $40; Sky Room, $100. Includes heat, light, water, janitor service, 2 forklift trucks and operators, and labor that can be spared.
Floor Load: Unlimited .**Ventilation:** Fully air conditioned
Ceiling Height: Sky Room 10½ ft.; balance of building, 18 to 52 ft.
P. A. System: $30 per performance if used in arena shows
Dimensions, Opening to Exhibit Hall: Truck door 11 ft. high
Columns: None to Main Arena; Ex. Halls #2 and #3, 18 in. on 20 ft. centers
Utilities: 208 volt current, gas, hot water
Loading Facilities: Two forklift trucks and operators
Storage Areas: Basement, sufficient for all shows
Meeting Rooms and Capacities: Committee Rooms #1 and #2, 125 and 250
Facilities for Food Functions: Outside caterers can serve banquets up to 1,200
Parking Facilities: Limited; commercial lots adjacent have space for 600 cars
Distance from Business District: Five blocks

Atlanta Biltmore Hotel (HSMA)

W. Peachtree, 5th, 6th & Cypress Sts. (Phone: Emerson 3461)

Manager: D. O. Beusse
Sales Manager: Charlie L. Bird
Convention Season: All year
Largest Group Accommodated: 650 (300 rooms and 20 suites available)
Convention Rates: Single: $5 to $10; Double: $8 to $13; Suites: $15 to $45

No. Mtg. Rms. & Capacity of Largest: 17 (2,000)
No. Banquet Rms. & Capacity of Largest: 17 (1,888)
Rates for Meals: Breakfast: 60c; Lunch: $1.20; Dinner: from $1.60
Liquor: Served in hotel
Air Conditioning: Public space, 50% of bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 18,224 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 overnight
Sports Facilities: Golf, Swimming, Tennis nearby

Dinkler Plaza Hotel (HSMA)

See Advertisement, Page 102

98 Forsyth St., N.W. (Phone: Lamar 2461)
Manager: Joe Crocy
Convention Season: All year
Largest Group Accommodated: 750 suites available)
Convention Rates: Single: $5.50 to $8; Double: $6.50 to $11; Twins: $12 to $15; Suites: $12 to $30
No. Mtg. Rms. & Capacity of Largest: 7 (1,000)
No. Banquet Rms. & Capacity of Largest: 7 (750)
Rates for Meals: Breakfast: from $2; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Net Exhibit Space: 6,366 sq. ft.
Other Equipment Available: PA system, spotlights, platforms
Parking: $1.25 to $1.50

Henry Grady Hotel (HSMA)

210 Peachtree St. (Phone: Lamar 3211)
Manager: L. O. Moseley
Sales Manager: W. F. Jefferson
Convention Season: All year
Largest Group Accommodated: 750 (550 rooms and 17 suites available)
Convention Rates: Single from $5; Double: from $7.50; Suites: from $16
No. Mtg. Rms. & Capacity of Largest: 8 (350)
No. Banquet Rms. & Capacity of Largest: 8 (350)
Rates for Meals: Breakfast: from $1; Lunch: from $1.50; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 500 bedrooms
Charges for Banquet & Mtg. Rms.: $15 to $300
Net Exhibit Space: 7,800 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per night

AUGUSTA

Railroads: A.C.L.; A. & S.; C. of Ga.; Ga.; C. & W.C.; G. & F.; Southern
Airlines: DEL-C&S, EAL, SOU

AUDITORIUM

Bell Auditorium

712 Telfair St. (Phone: 2-7070)
Manager: J. F. Bedingfield
Exhibit Areas: 10,800 sq. ft.
Rental Fees: On application
Floor Load: 1,000 lbs. per sq. ft.
Ventilation: Good
Ceiling Height: 42 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 6 ft.
Columns: None
Utilities: 600 Amp. current
Loading Facilities: Fair
Meeting Rooms: Four
Facilities to Handle Food Functions and Banquet Capacities: Limited, 1,000
Parking Facilities: Fair
Distance from Business District: Three blocks

Bon Air Hotel (HSMA)

See Advertisement, Page 61

Walton Way & Hickman Rd. (Phone: 3-3661)
Manager: Harold Lieberman
Sales Manager: M. M. Witherspoon
Convention Season: All year, except during Masters Tournament
Largest Group Accommodated: 650 (400 rooms and 20 suites available)
Convention Rates: Single: $4.50 to $6.50; Double: $7.50 to $10.50; Suites: $18 to $30
No. Mtg. Rms. & Capacity of Largest: 8 (1,000)
No. Banquet Rms. & Capacity of Largest: 8 (700)
Rates for Meals: Breakfast: from $1.25; Lunch: from $2.25; Dinner: from $3. Plus tip and tax
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 200 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 18,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, portable stage
Parking: Free facilities
Sports Facilities: Swimming, Volleyball, Badminton, Shuffleboard, Riding, Tennis, Golf, Fishing

Richmond Hotel

744 Broad St. (Phone: 2-5541)
Manager: Ray Campbell
Sales Manager: Mrs. Anne F. Robertson
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms and 7 suites available)
Convention Rates: Single: $4.75 to $6.25; Double: $6.75 to $9.90; Suites: $14 to $16
No. Mtg. Rms. & Capacity of Largest: 7 (275)
No. Banquet Rms. & Capacity of Largest: 7 (275)
Rates for Meals: Breakfast: 50c to $1.25; Lunch: 55c to $1.30; Dinner: $1.25 to $4.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 200 bedrooms
Charges for Banquet & Mtg. Rms.: No charge if meal is served
Net Exhibit Space: 4,500 sq. ft. on two floors
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per night
Sports Facilities: 3 Golf courses

COLUMBUS

Railroads: C. of Ga.; S.A.L.; So. Ry.
Airlines: DEL-C&S, EAL, SOU

Ralston Hotel

12th St. & 2nd Ave. (Phone: 2-7331)
Manager: O. L. Betts, Jr.
Convention Season: All year
Largest Group Accommodated: 500
Convention Rates: Single: $4 to $6; Double: $6 to $8.50; Suites: $12.50 to $25
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: $1.25; Lunch: $2; Dinner: $2.50
Liquor: Not served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $10 to $50
Net Exhibit Space: 2,500 sq. ft.
Visual Aids Available: Screens
Other Equipment Available: Stage
Parking: Facilities available
Sports Facilities: Golf, Swimming

MACON

Railroads: C. of Ga.; M.D. & Sav.; Ga. So. & F.; Southern
Airlines: EAL, DEL-C&S, SOU

Hotel Dempsey

Cherry at Third (Phone: 2-2511)
Manager: W. P. Jackson
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms and 3 suites available)
Convention Rates: Single: $4 to $11; Double: $7 to $13; Suites: $20 to $25
No. Mtg. Rms. & Capacity of Largest: 6 (300)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Rates for Meals: Breakfast: $1.25; Lunch: from $1.50; Dinner: $2.50 (served in private room).
Liquor: Served in hotel
Air Conditioning: 75 bedrooms
Charges for Banquet & Mtg. Rms.: None with meal, Without meals—from $15
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per night or day

ST. SIMONS ISLAND

Railroads: So. to Brunswick; S.A.L. to Thalmann; A.C.L. to Nahunta
Airlines: EAL

King and Prince Hotel

(Phone: 3411)
Manager: Gadi Timbes
Convention Season: All year, except Mar. and Apr.
Largest Group Accommodated: 150 (75 rooms and 4 suites available)
Convention Rates: Single: $14.50 to $18.50 AP, $8 to $16 EP; Double: $22.50 to $28.50 AP, $10 to $18 EP; Suites: $26 to $36 AP, $20 to $32 EP
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Rates for Meals: Breakfast: 1.25 to $2.50; Lunch: $2.50 to $3.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Blackboard, screens
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Shuffleboard, Table tennis, Cycling, Horseback riding, Golf, Tennis, Fishing

SAVANNAH

Railraods: A.C.L.; C. of Ga.; S.A.L.; Southern; Sav. & A.
Airlines: EAL, NAL, DEL-C&S

De Soto Hotel

(Phone: 20171)
Resident Manager: Allen J. Browne
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms and 10 suites available)
Convention Rates: Single: $5 to $7; Double: $8 to $12; Suites: $15 to $35
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 2 (650)
Rates for Meals: Breakfast: from 90c; Lunch: from $1.50; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Roms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: $1
Sports Facilities: Swimming pool

General Oglethorpe Hotel (HSMA)

See Advertisement, Page 62

Wilmington Island (Phone: 3-7771)
Manager: Loyd Bumpas
Sales Manager: Louise K. Corbell
Convention Season: All year
Largest Group Accommodated: 400 (186 rooms and 14 suites available)
Convention Rates: Single: $12 to $18 AP, $6 to $9 EP: Double: $22 to $34 AP, $9 to $15 EP; Parlors—add $14 to $18 on either rate. Rates vary with season.
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Rates for Meals: Breakfast: $1.35; Lunch: $2.15; Dinner: $2.75

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- all restaurants, cocktail lounge, lobby, meeting rooms and most guest rooms.
- 400 rooms with bath
- Spectacular, outdoor swimming pool
- Golfing privileges (five minutes' walk from hotel)

For information write:
Harold Lieberman, General Manager

Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 125 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,500 sq. ft. on one floor
Visual Aids Available: Projector and screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming, Tennis

Savannah Hotel

Bull & Congress Sts. (Phone: 2-6121)
Manager: Robert A. Bovell
Convention Season: All year
Largest Group Accommodated: 200 (150 rooms and 3 suites)
Convention Rates: Single: $4.50 to $7; Double: $6 to $10
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: 50c to $1.25; Lunch: 85c to $1.25; Dinner: $1.50 to $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Net Exhibit Space: 6,700 sq. ft. on one floor
Other Equipment Available: PA system, stage
Parking: $1 per day

SEA ISLAND

Railroads: So. to Brunswick; S.A.L. to Thalmann; A.C.L. to Nahunta
Airlines: EAL

The Cloister

(Phone: 3611)
Manager: I. A. Harnad
Convention Season: All year except Feb. 15 to May 15
Largest Group Accommodated: Prefer about 50
Convention Rates: Single: $16 to $26; Double: $24 to $45; Suite: for 2 persons—total of one person rates of rooms occupied. Rates for American Plan.

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The new ownership of this fine resort has redecorated the entire hotel . . . and two-thirds of all guest rooms have been air-conditioned. 2 air-conditioned ballrooms! 18-hole golf course on our own grounds, giant outdoor pool, boating, fishing, tennis, dancing. Attractive convention rates. Write for color brochure and information.

the General Oglethorpe
Hotel, Golf Club and Cottages
WILMINGTON ISLAND, SAVANNAH, GEORGIA

No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Rates for Meals: Breakfast: $1.75; Lunch: $2.75; Dinner: $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, majority of bedrooms
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 16mm sound projector
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day in garage
Sports Facilities: Tennis, Golf, Cycling, Fishing, Putting course, Croquet, Shuffleboard, Lawn bowling, Horseback riding, Skeet shooting

MARYLAND

BALTIMORE

Railroads: Penna.; Balt. & O.; West Md.; Bal. & An El.; M. & P.
Airlines: AAL, EAL, CAI, CAP, NAL, TWA, UAL AAA

Lord Baltimore Hotel (HSMA)

Baltimore & Hanover Sts. (Phone: Lexington 9-8400)
Manager: H. Nelson Busick
Sales Manager: G. Sanford Core
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms and 20 suites available)
Convention Rates: Single: $5 to $10; Double: $8 to $13; Twins: $8.50 to $14.50; Suites: $16.50 to $24
No. Mtg. Rms. & Capacity of Largest: 12 (2,000)
Rates for Meals: Breakfast: $1.75 to $3; Lunch: $2 to $5; Dinner: $3.50 to $7.50
Liquor: Served in hotel
Air Conditioning: 200 bedrooms
Net Exhibit Space: 5,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per night, $2 for 24 hours

Sheraton-Belvedere (HSMA)

See Advertisement, Page 63

Charles & Chase Sts. (Phone: Mulberry 5-1000)
General Manager: Albert S. Fox
Sales Manager: A. Russell Phillips
Convention Season: All year
Largest Group Accommodated: 225 (100 rooms and 6 suites available)
Convention Rates: Single: $6 to $11; Double: $9 to $12; Twins: $12.50 to $14.50; Suites: $15 to $24
No. Mtg. Rms. & Capacity of Largest: 9 (850)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Rates for Meals: Breakfast: from $1; Lunch: $2.75; Dinner: $3.75
Liquor: Served in hotel
Air Conditioning: Smaller meeting rooms and some bedrooms
Charges for Banquet & Mtg. Rms.: None if food is served in room
Net Exhibit Space: 5,000 sq. ft. on one floor
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights
Parking: 25c first hour, 75c day to 6 PM, $1.25 overnight

Southern Hotel

Light & Redwood Sts. (Phone: Saratoga 7-1600)
Manager: Harold I. Fink
Sales Manager: Albert W. Eldridge
Convention Season: All year
Largest Group Accommodated: 1,000 (400 rooms and 10 suites available)
Convention Rates: Single: $5 to $7.50; Double: $9.50 to $10; Suites: $17
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 7 (1,000)
Rates for Meals: Breakfast: 75c; Lunch: $1.50; Dinner: $2.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Min. of $10
Net Exhibit Space: 1,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 overnight

NORTH CAROLINA

ASHEVILLE

Railroads: So. Ry.
Airlines: DEL-C&S, CAP, PAI

AUDITORIUM

Municipal Auditorium

Haywood Street (Phone 3-3611)
Manager: Ralph James
Exhibit Areas: Main floor, 9,000 sq. ft.; basement floor, 13,761 sq. ft.
Floor Load: Unlimited
Ceiling Height: Main floor, 35 ft.; basement, 9 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 7 ft. x 7 ft.
Columns: Main floor, 6 under balcony
Loading Facilities: Ramp with uppley set-up
Storage Areas: 800 sq. ft. in basement
Meeting Rooms: None
Facilities for Food Functions: Hotel next door
Parking Facilities: Ample
Distance from Business District: 1 block

Battery Park Hotel

Battle Square (Phone: 8211)
Manager: William A. Tucker
Convention Season: All year
Largest Group Accommodated: 250 (115 rooms and 5 suites available)
Convention Rates: Single: $4 to $10; Double: $7 to $14; Suites: $20 to $35
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (350)
Rates for Meals: Breakfast: $1.25 to $1.75; Lunch: from $2; Dinner: from $3
Liquor: Not served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,400 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Golf, Swimming, Riding, Tennis

Grove Park Inn (HSMA)

(Phone: 2-2711)
Manager: Ike Hall
Sales Manager: B. T. Peake
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 7 suites available)
Convention Rates: Single: $18; Double: $30; Suites: $15; Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: (300)
No. Banquet Rms. & Capacity of Largest: (500)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $4
Liquor: Served in hotel
Net Exhibit Space: 4,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Garage—$1.00 per night
Sports Facilities: Croquet, Horseshoes, Golf, Tennis, Swimming, Shuffleboard, Archery, Riding

George Vanderbilt Hotel (HSMA)

75 Haywood St. (Phone: 7671)
Manager: William D. Turner, Jr.
Convention Season: All year
Largest Group Accommodated: 300 (110 rooms available)
Convention Rates: Single: $4 to $6; Double: $7 to $12; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Rates for Meals: Breakfast: from $1; Lunch: from $1.50; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights
Parking: $1 per night, in and out service
Sports Facilities: Golf

CHARLOTTE

Railroads: So. Ry.; S.A.L.; P. & N.; Nor. Sou.
Airlines: EAL, CAP, PAI, SOU

Hotel Charlotte

Cor. Trade & Poplar Sts. (Phone: 2-1121)
Manager: Kenneth B. Cross
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 7 suites available)
Convention Rates: Single: from $5.50; Double: from $8.50; Suites: from $17.50
No. Mtg. Rms. & Capacity of Largest: 12 (700)
No. Banquet Rms. & Capacity of Largest: 12 (550 to 600)
Rates for Meals: Breakfast: from 60c; Lunch: from 90c; Dinner: from $1.50
Liquor: Beer and wine only
Air Conditioning: Banquet & meeting rooms, 250 bedrooms
Charges for Banquet & Mtg. Rms.: from $12.50
Net Exhibit Space: 6,000 sq. ft. on one floor
Visual Aids Available: Screens

Other Equipment Available: PA system, spotlights, stage
Parking: Garage 75c to $1.25
Sports Facilities: Golf

Hotel Wm. R. Barringer

426 N. Tryon St. (Phone: 3-0331)
Manager: Rex B. Knorr
Convention Season: All year
Largest Group Accommodated: 200 (125 rooms and 10 suites available)
Convention Rates: Single: from $5.50; Double: from $9; Suites: from $17
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 4 (200)
Rates for Meals: Breakfast: from 75c; Lunch: from $1.25; Dinner: from $2
Liquor: Beer and wine served only
Air Conditioning: Banquet and meeting rooms, and bedrooms
Net Exhibit Space: 2,000 sq. ft. on one floor
Other Equipment Available: PA system
Parking: 75c per day

GREENSBORO

Railroads: A. & Y.; So. Ry.
Airlines: EAL, CAP, PAI

The King Cotton Hotel

Davis & Market Sts. (Phone: 8181)
Manager: Haywood Duke
Convention Season: All year
Largest Group Accommodated: 400 (225 rooms and 11 suites available)
Convention Rates: Single: $5 to $10; Double: $8 to $12; Suites: $15 to $30
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Rates for Meals: Breakfast: $1; Lunch: $1.50; Dinner: $2.50
Liquor: Not served in hotel
Air Conditioning: Banquet & meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: $15 to $200
Net Exhibit Space: 4,200 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Garage and lot—$1 overnight

O'Henry Hotel

N. Elm St. (Phone: 7171)
Manager: Nolan B. Williams
Convention Season: All year
Largest Group Accommodated: 300 (300 rooms and 5 suites available)
Convention Rates: Single: $3.75 to $5; Double: from $6; Suites: from $12
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 4 (350)
Rates for Meals: Breakfast: 50c to $1; Lunch: from 75c; Dinner: from $1.35
Liquor: A.B.C. stores
Air Conditioning: Banquet and meeting rooms, and 50 bedrooms
Charges for Banquet & Mtg. Rms.: None for conventions
Other Equipment Available: PA system, spotlights, stage
Parking: 75c—lot, $1—garage

Sedgefield Inn

(Phone: 7154)
Manager: Harold Colvert
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms and 10 suites available)
Convention Rates: Single: $6 to $10; Double: $10 to $20; Suites: $16 to $30
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Rates for Meals: Breakfast: $1.25; Lunch: $1.50; Dinner: $2.50
Liquor: Not served in hotel
Air Conditioning: Banquet & meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: $15 to $200
Net Exhibit Space: 6,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities available
Sports Facilities: Golf, Tennis, Riding

HIGH POINT

Railroads: So. Ry.; H. Pt. R. A. & S.; H. Pt. T. & D.
Airlines: CAP, EAL, PAI

Sheraton Hotel

N. Main St. (Phone: 3375)
Manager: Arthur G. Corpening, Jr.
Sales Manager: Daniel Myers Clark
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms and 5 suites available)
Convention Rates: Single: $4.50; Double: from $6.50; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Rates for Meals: Breakfast: 65c to $1.50; Lunch: 85c to $1.65; Dinner: $1.10 to $4.25.
Liquor: Not served in hotel
Air Conditioning: 22 bedrooms
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Golf

PINEHURST

Railroads: S.A.L.
Airlines: PAI

The Carolina

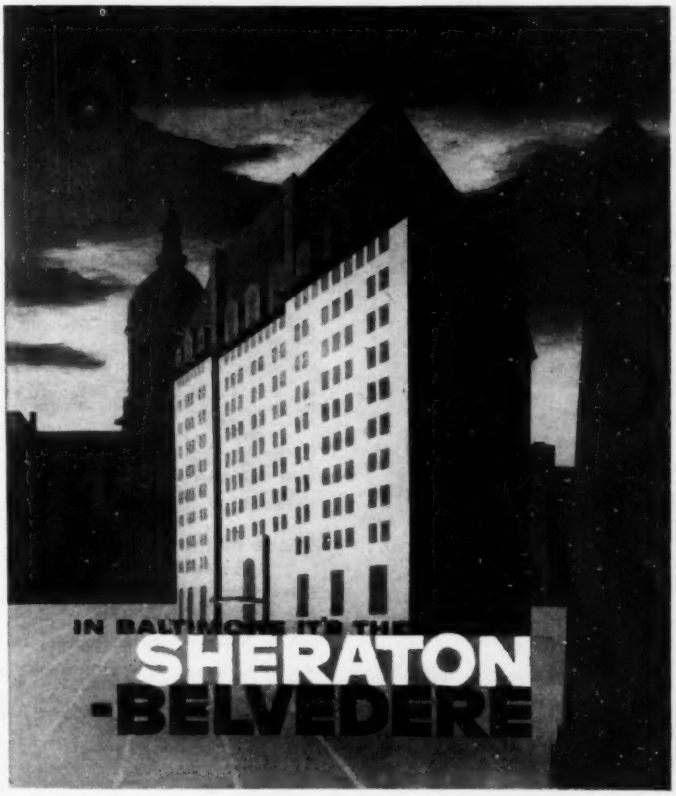
(Phone: Pinehurst 2911)
Manager: William J. Fitzgibbon
Convention Season: Oct. to May
Largest Group Accommodated: 450 (203 doubles, 45 singles, and 6 suites available)
Convention Rates: Single: $13; Double: $24; Suites: $10. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 2 (450)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $4. All plus tax
Liquor: Served in hotel via A.B.C. stores
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 32,000 sq. ft. on one floor
Visuia Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Bowling, Horseback riding

RALEIGH

Railroads: So. Ry.; S.A.L.; No. So.
Airlines: EAL, CAP, PAI

Hotel Sir Walter

400 Fayetteville St. (Phone: 7711)
Manager: Arthur E. Buddenhagen



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Albert S. Fox, General Manager

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SHERATON
The Proudest Name in HOTELS

Convention Season: All year
Largest Group Accommodated: 400 (200 rooms and 3 suites available)
Convention Rates: Single: from $4.50; Double: from $7; Suites: $20 to $30
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Rates for Meals: Breakfast: from 45c; Lunch: from 85c; Dinner: from $1.35
Liquor: Not served in hotel
Air Conditioning: Banquet & meeting rooms, 56 bedrooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, stage
Parking: Garage—$1.25 per day

ROARING GAP

Railroads and Airlines: To Winston-Salem, then bus to Roaring Gap

Graystone Inn

(Phone: 2311)

Manager: Mrs. Walter Boverd
Convention Season: May, June, Sept.
Largest Group Accommodated: 125 (60 rooms available)
Convention Rates: Single: $12 to $16; Double: $24 to $30. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 6 (200)
No. Banquet Rms. & Capacity of Largest: 3 (125)
Rates for Meals: Breakfast: $1; Lunch: $2; Dinner: $3
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Other Equipment Available: Spotlights
Parking: Free facilities
Sports Facilities: Golf, Tennis, Riding, Shuffleboard, Fishing, Boating, Swimming

WINSTON-SALEM

Railroads: S. Ry.; N. & W.; W.S.S.B.
Airlines: EAL, CAP, PAI

Carolina Hotel

407 W. 4th St. (Phone: 2-1181)

Manager: R. E. O'Connell
Convention Season: All year
Largest Group Accommodated: (100 rooms and 15 suites available)
Convention Rates: Single: $4; Double: $6.50; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Rates for Meals: Breakfast: 60c to $1; Lunch: $1 to $2; Dinner: $1.50 to $3.50
Liquor: Not served in hotel
Air Conditioning: Banquet & meeting rooms, some bedrooms
Net Exhibit Space: 5,000 sq. ft. on one floor lights, stage
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

Hotel Robert E. Lee (HSMA)

Cor. 5th & Cherry Sts. (Phone: 6161)

Manager: Douglas Boyle
Sales Manager: Robert M. Cullison, Jr.
Convention Season: All year
Largest Group Accommodated: 400 (225 rooms, 4 suites and 8 studio combinations available)
Convention Rates: Single: $4 to $7; Double: $6.75 to $11.75; Suites: $25
No. Mtg. Rms. & Capacity of Largest: 14 (500)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Rates for Meals: Breakfast: $1.50; Lunch: $2.25; Dinner: $2.50
Liquor: Not served in hotel
Air Conditioning: Some rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,700 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: 75c to $1.50 overnight

SOUTH CAROLINA

CHARLESTON

Railroads: A.C.L.; So. Ry.; S.A.L.
Airlines: DEL-C&S, EAL, NAL, SOU

Hotel Fort Sumter

Manager: Don B. Grady
Sales Manager: D. Allen Bedlen
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms and 10 suites available)
Convention Rates: Single: $4.50; Double: $8.60
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Rates for Meals: Breakfast: $1.25: Lunch: $1.75; Dinner: $2.50
Air Conditioning: Banquet and meeting rooms, bedrooms
Net Exhibit Space: 6,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, raised dais
Parking: Free facilities for 150 cars
Sports Facilities: Golf, Fishing, Beaches

Francis Marion Hotel (HSMA)

King & Calhoun Sts. (Phone: 2-8331)

Manager: H. Oliver Riley
Sales Manager: Mrs. J. L. Herman
Convention Season: All year, except Mar. and one-half of Apr.
Largest Group Accommodated: 500 (300 rooms and 10 suites available)
Convention Rates: Single: from $5; Double: from $8; Suites: $24
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Rates for Meals: Breakfast: from 75c; Lunch: from $1; Dinner: from $1.75
Liquor: Not served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 15,000 sq. ft. on four floors
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day
Sports Facilities: Golf, Swimming, Fishing, Sailing, Hunting, Tennis, Horseback riding, Bowling

COLUMBIA

Railroads: A.C.L.; S.A.L.; So. Ry.; C.N. & L.
Airlines: DEL-C&S, EAL

Columbia Hotel

1301 Gervais St. (Phone: 22141)

Manager: Jack Maynard
Convention Season: All year
Largest Group Accommodated: 300
Convention Rates: Single: from $4.75; Double: from $8.50; Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 4 (450)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Rates for Meals: Breakfast: from $1.25; Lunch: from $2; Dinner: from $2.50
Liquor: Not served from open bar
Air Conditioning: Banquet and meeting rooms
Other Equipment Available: PA system, spotlights, stage
Parking: $1

Wade Hampton Hotel

See Advertisement, Page 115

Corner Main & Gervais Sts. (Phone: 23621)

Manager: Fitzhugh L. Smith
Convention Season: All year
Largest Group Accommodated: 375 (200 rooms and suites available)
Convention Rates: Single: $4.25 to $6.50; Double: $6.50 to $9.50; Suites: $21
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Rates for Meals: Breakfast: from 40c; Lunch: from 75c; Dinner: from $1
Liquor: Served but not sold
Air Conditioning: Entire hotel
Other Equipment Available: PA system, movable platforms
Parking: $1 per night

GREENVILLE

Railroads: So. Ry.; P. & N.; C. & W.C.; G. & N.
Airlines: DEL-C&S, EAL, SOU

Poinsett Hotel

South Main St. (Phone: 3-6211)

Manager: J. Mason Alexander
Convention Season: All year
Largest Group Accommodated: 325 (175 rooms and 4 suites available)
Convention Rates: Single: from $5; Double: from $8; Suites: from $20. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (325)
No. Banquet Rms. & Capacity of Largest: 3 (325)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.50; Dinner: from $2
Liquor: Package store only
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft. (within three blocks of hotel)
Other Equipment Available: PA system, spotlights, stage
Parking: 25c to 50c per day
Sports Facilities: Swimming, Fishing, Tennis, Hunting, Golf

MYRTLE BEACH

Railroads: A.C.L.
Airlines: PAI

Ocean Forest Hotel

Ocean Blvd. (Phone: 2051)

Manager: William J. Black
Convention Season: All year
Largest Group Accommodated: 400 (196 rooms, including 15 suites available)
Convention Rates: Single: $14; Double: $22; Suites: $30. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 2 (550)
Liquor: Served in hotel
Air Conditioning:
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,309 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Tennis, Golf, Fishing

VIRGINIA

FORT MONROE

Railroads: C. & O.

Chamberlin Hotel

(Phone: Hampton 36511)

Manager: John T. Brindley
Sales Manager: Leonard K. Babe
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms and 25 suites available)
Convention Rates: Single: $6 to $10; Double: $8 to $15; Suites: $20 to $30
No. Mtg. Rms. & Capacity of Largest: 14 (700)
No. Banquet Rms. & Capacity of Largest: 6 (520)
Rates for Meals: Breakfast: 50c to $1.25; Lunch: $1.50 to $3; Dinner: $2.50 to $5
Liquor: Beer, wine and champagne served
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 27,000 sq. ft. on one floor
Visual Aids Available: Movie screens, bulletin and and blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Tennis, Golf, Horseback riding, Fishing

HOT SPRINGS

Railroads: Ches. & O.

The Homestead (HSMA)

See Advertisement, Page 65

(Phone: LD 1)

Manager: Thomas J. Lennon
Sales Manager: James L. Newcomb
Convention Season: All year
Largest Group Accommodated: 600
Convention Rates: Single: $17 to $21.50; Double: $31 to $39; Parlor: $11 to $15. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 15 (400)
No. Banquet Rms. & Capacity of Largest: 12 (375)
Visual Aids Available: All theatre equipment, slides
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Golf, Tennis, Riding, Driving range, Swimming, Skeet

LYNCHBURG

Railroads: C. & O.; N. & W.; So. Ry.
Airlines: PAI

Virginian Hotel

(Phone: 62611)

Manager: N. D. Page
Convention Season: All year
Largest Group Accommodated: 150, (100 rooms and 1 suite available)
Convention Rates: Single: $4 to $5; Double: $7 to $9; Suites: $14
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 3 (150)
Rates for Meals: Breakfast: 60c to $1.50; Lunch: $1 to $1.50; Dinner: $2 to $3.50
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms
Other Equipment Available: Stage
Parking: 75c to $1
Sports Facilities: Golf clubs nearby

NATURAL BRIDGE

Railroads: Nor. & W.; C. & O.

Natural Bridge Hotel

(Phone: 3666)
Manager: Gordon M. Shoemaker
Convention Season: All year
Largest Group Accommodated: 275 (200 rooms and 4 suites available)
Convention Rates: Single: $3.50 to $6; Double: $6 to $9; Suites: $10 to $15
No. Mtg. Rms. & Capacity of Largest: 3 (400)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: $1.50 to $2.50; Dinner: $2.50 to $4.50
Liquor: Not served in hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 16mm projector, screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Golf nearby

NORFOLK

Railroads: N. & W.; Penna.; A.C.L.; C. & O.; N. So.; S.A.L.; So. Ry.; Virg.
Airlines: NAL, CAP, PAI

AUDITORIUM

Norfolk Municipal Auditorium

9th and Granby Sts. (Phone 5-1608)
Manager: E. M. French
Exhibit Areas: Arena, 10,000 sq. ft.; stage, 2,356 sq. ft.
Rental Fees: Meetings, $100 per day; trade shows, $300 per day
Ventilation: Blowers
Ceiling Height: 30 ft. **P. A. System:** RCA system
Dimensions, Opening to Exhibit Hall: 35 in. by 6 ft. 9 in.; ramp door, 14 ft. by 8 ft.
Columns: None
Utilities: 110 and 220 AC current
Loading Facilities: Loading ramp
Storage Areas: Ample
Meeting Rooms and Capacities: One, 1,832
Facilities for Food Functions: Caterer can set up banquet for 1,000
Parking Facilities: 900 cars
Distance from Business District: Three blocks

Monticello Hotel

See Advertisement, Page 115

Granby St., City Hall Ave., Monticello Ave. (Phone: 24321)
Manager: Chas. S. Crocker
Convention Season: All year
Largest Group Accommodated: 500 (295 rooms and 10 suites available)
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Rates for Meals: Breakfast: from 50c; Lunch: from 85c; Dinner: from $1.85 in coffee shop. Breakfast: $1.25; Lunch: from $2.50; Dinner: from $3.50 for private parties.
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, 100 bedrooms
Charges for Banquet & Mtg. Rms.: None for conventions
Net Exhibit Space: 10,000 sq. ft. on 2 floors
Other Equipment Available: PA system, stage
Parking: $1 overnight
Sports Facilities: Bathing beaches, golf courses nearby

RICHMOND

Railroads: A.C.L.; C. & O.; S.A.L.; So. Ry.; R.F. & P.
Airlines: EAL, AAL, CAP, PAI, NAL

AUDITORIUM

Mosque Auditorium

Laurel and Main Sts. (Phone 7-7611, Ext. 527)
Manager: Marshall Rotella, Chief of Recreation
Exhibit Areas: 16,000 sq. ft.
Rental Fees and Services: Auditoriums for conventions, $150 per day; Ballroom, $150 per day for exhibits. When Auditorium and Ballroom are both used, Ballroom rental is $50 per day. Rentals include janitor service, heat, light and water
Floor Load: Unlimited **Ventilation:** Large exhaust fan
P.A. System: None
Dimensions, Opening to Exhibit Hall: Ramp opening, 7 ft. 11 in. width; door opening, 6 ft. 11 in. width, 7 ft., 10 in. height.
Loading Facilities: Ramp from parking lot to service room
Storage Areas: One small service room
Meeting Rooms and Capacities: Roof conference room, 50; two ground-floor rooms, 75; Auditorium, 4,561 persons: Ballroom, 1,800.
Facilities for Food Functions and Banquet Capacity: Kitchen available to outside caterers; facilities for 1,800 banquet.
Parking Facilities: Limited
Distance from Business District: One mile from largest shopping district

The Jefferson Hotel

Jefferson & Main Sts. (Phone: 3-3411)
Manager: James M. Powell
Sales Manager: H. H. Dobbins
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms and 20 suites available)
Convention Rates: Single: from $4; Double: from $7. Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 15 (1,000)
No. Banquet Rms. & Capacity of Largest: 15 (1,000)
Rates for Meals: Breakfast: from 85c; Lunch: from 85c; Dinner: from $1.75
Liquor: Private parties must furnish
Air Conditioning: Some
Charges for Banquet & Mtg. Rms.: None if hotel convention headquarters
Visual Aids Available: 2 screens
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities

John Marshall Hotel (HSMA)

5th & Franklin Sts. (Phone: 7-4661)
Manager: Giles C. Walker
Sales Manager: Leonard K. Baber
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms and 12 suites available)
Convention Rates: Single: $5 to $13; Double: $8.50 to $16; Suites: $22.50 to $27
No. Mtg. Rms. & Capacity of Largest: 8 (1,000)
No. Banquet Rms. & Capacity of Largest: 8 (1,000)
Rates for Meals: Breakfast: from $1.25; Lunch: from $2; Dinner: from $2.50
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, 180 bedrooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 for 24 hours

King Carter Hotel (HSMA)

8th & Broad Sts. (Phone: 3-1831)
Manager: D. E. Spry
Sales Manager: W. R. Baber
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms and 6 suites available)
Convention Rates: Single: $4.50; Double: $7; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 2 (100)
Rates for Meals: Breakfast: from 55c; Lunch: from 65c; Dinner: from 85c
Liquor: Beer and wines only
Air Conditioning: Banquet and meeting rooms, 65 bedrooms
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Variable
Parking: $1.25 for 24 hours

Richmond Hotel (HSMA)

9th & Grace Sts. (Phone: 3-2731)
Manager: Harry Simkins
Sales Manager: Leonard K. Baber
Convention Season: All year
Largest Group Accommodated: 350 (150 rooms and 6 suites available)
Convention Rates: Single: $4 to $7; Double: $6.50 to $10; Suites: $18 to $22.50
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (600)
Rates for Meals: Breakfast: $1 to $1.50; Lunch: $2 to $4; Dinner: $2.75 to $6
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights
Parking: $1.25 for 24 hours

William Byrd Hotel (HSMA)

2501 W. Broad St. (Phone: 6-1571)
Manager: John N. Norvell
Sales Manager: Leonard K. Baber
Convention Season: All year
Largest Group Accommodated: 175 (100 rooms and 5 suites available)
Convention Rates: Single: $4.50 to$4.75; Double: $6.50 to $6.75; Suites: $16.25
No. Mtg. Rms. & Capacity of Largest: 5 (175)
No. Banquet Rms. & Capacity of Largest: 5 (175)
Rates for Meals: Breakfast: from 55c; Lunch: from 55c; Dinner: from $1.50
Liquor: Not served in hotel
Air Conditioning: 4 banquet and meeting rooms, 50 bedrooms
Charges for Banquet & Mtg. Rms.: $10 to $50
Visual Aids Available: Movie screen, projector
Other Equipment Available: Spotlights
Parking: $1 for 24 hours in garage

ROANOKE

Railroads: Virg.; Norf. & W.
Airlines: AAL, PAI, EAL

Hotel Patrick Henry

613 Jefferson St. (Phone: 8811)
Manager: Robert O. Starkey
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 7 suites available)
Convention Rates: Single: from $4.50; Double: from $6; Suites: from $7
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Rates for Meals: Breakfast: from 45c; Lunch: from 65c; Dinner: from $1.35
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, 75 bedrooms
Charges for Banquet & Mtg. Rms.: from $5
Net Exhibit Space: 400 sq. ft. on one floor
Visual Aids Available: Movie screen
Other Equipment Available: PA system, small stage
Parking: $1.25

Hotel Roanoke

19 N. Jefferson St. (Phone: 7321)
Manager: Geo. L. Denison
Sales Manager: K. R. Hyde
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 12 suites available)
Convention Rates: Single: $6 to $7; Double: $8 to $12; Suites: $18 to $22
No. Mtg. Rms. & Capacity of Largest: 11 (1,000)

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"... in the Homestead manner"

• The world-famous Homestead, at Hot Springs, Virginia, is in an enviable position to serve your conferences from November through March —when city hotels are busiest and most crowded.

This great hotel and its 17,000-acre estate are in full operation during this period, and we are able to give you the utmost in service and special attention.

Write for full convention and group meeting information.

LOW WINTER RATES

THE Homestead
HOT SPRINGS, VIRGINIA

HISTORIC

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VIRGINIA

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Fine cuisine, excellent accommodations and true Virginia hospitality contribute greatly to the success of every meeting held in Williamsburg.

Williamsburg Inn & Lodge

For descriptive booklet and information write: **Grant M. Washburn, Williamsburg Inn, Williamsburg, Va. or call N. Y. Res Off., Circle 6-0800**

SOUTH ATLANTIC

Va., Roanoke (cont.)

No. Banquet Rms. & Capacity of Largest: 2 (1,000)
Rates for Meals: Breakfast: from 65c; Lunch: from $1.50; Dinner: from $2.50
Liquor: Wines served only
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 6,000 sq. ft. on two floors
Other Equipment Available: PA system, spotlights, stage
Parking: $1 a day

VIRGINIA BEACH

Railroads: Nor. So.

Cavalier Club (HSMA)

See Advertisement, Page 66

42nd St. & Atlantic Ave. (Phone: 660)

Manager: Harold R. Norman
Convention Season: All year, except Apr., July, Aug.
Largest Group Accommodated: 350 (200 rooms and 12 suites available)
Convention Rates: Single: $18; Double: $30; Suites: $40. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Rates for Meals: Breakfast: $1.50; Lunch: $2; Dinner: $3.50
Liquor: Individuals must bring own bottles.
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft.
Visual Aids Available: 16mm sound movie projector
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per night in garage
Sports Facilities: Tennis, Swimming, Shuffleboard, Croquet, Pitch n' Putt course, Golf, Archery, Ping pong

WILLIAMSBURG

Railroads: Ches. & O.

Williamsburg Inn & Lodge (HSMA)

See Advertisement, Page 66

(Phone: 500 & 600)

Manager: Inn—Thomas A. Moyles, Lodge—W. P. Batchelder
Sales Manager: Grant M. Washburn
Convention Season: All year, but prefer Nov. 15 to Mar. 15
Largest Group Accommodated: 300 (150 rooms and 2 suites available)
Convention Rates: Single: $7 to $17; Double: $10 to $21
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 2 (275)
Rates for Meals: Breakfast: from 55c; Lunch: from $1; Dinner: from $1.60
Liquor: Not served in hotel except for private parties
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Projectors, films, slides
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Tennis, Swimming, Badminton, Croquet

WEST VIRGINIA

CHARLESTON

Railroads: B. & O.; N.Y.C.; C. & O.; Virginian
Airlines: AAL, EAL, CAP, PAI

Daniel Boone Hotel (HSMA)

Cor. Capitol & Washington Sts. Phone: 36-131

Manager: Roger S. Creel
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms and 21 suites available)
Convention Rates: Single: $5 to $7.50; Double: $7 to $11; Suites: $18

The Cavalier

is fast becoming No. 1 Convention Choice in the Mid-East

With recent improvements, renovations and additional facilities The Cavalier now excels in convention conveniences and attractions . . . Easily accessible . . . centrally located . . . ample in Accommodations . . . Air-conditioned Meeting Rooms of All Sizes . . . Special Convention Equipment and Service . . . Convention Director and Staff . . . Extensive Recreational Facilities. For Good Attendance, Good Meetings and a Good Time choose The Cavalier for your next convention.

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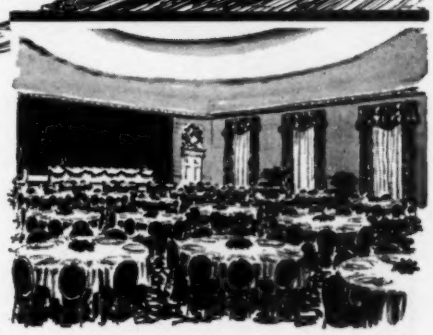
VIRGINIA BEACH, VIRGINIA

The New Auditorium Wing at The Greenbrier

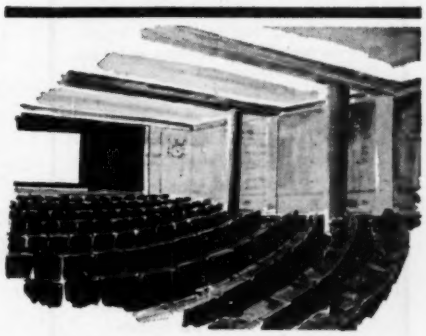
In mid-1954, The Greenbrier will offer enlarged and improved facilities for group meetings at famous White Sulphur Springs, West Virginia. The New Auditorium wing will offer groups up to 1,000 the most modern meeting facilities to be found anywhere.

The new addition will have an 8,600 sq.-ft. auditorium with a capacity of 1,075 for meetings and 860 for banquets. A theater with continental style seating and an inclined floor will accommodate 400. Both will have full stages with all facilities, plus the latest projection equipment and P.A. systems. Various sized smaller meeting rooms are also included. The entire wing will be air conditioned.



AUDITORIUM set for banquet

Dimensions — 72' wide by 112' long. No obstructions. Fully equipped stage 40' x 20', orchestra pit, dressing rooms. Motion picture and slide projection. P.A. system. 110-220v. A.C. power supply with ample outlets. Pantries and kitchens adjoining.



THEATRE

Dimensions 56' x 76'. Inclined floor, continental seating. Fully equipped stage, 40' x 16' (34' proscenium opening), orchestra pit, dressing rooms. Motion picture and slide projection. P.A. system. 110-220v. A.C. power supply.

For detailed information about the new meeting facilities, address: DIRECTOR OF SALES

The Greenbrier

WHITE SULPHUR SPRINGS, WEST VIRGINIA

Telephone: White Sulphur Springs 110
Teletype: White Sulphur Springs 166

Or inquire of Greenbrier offices in New York, 588 Fifth Ave., JU 6-5500 • Boston, 73 Tremont St., LA 3-4497 • Chicago, 77 W. Washington St., RA 6-0625 • Washington, Investment Bldg., RE 7-2642

No. Mtg. Rms. & Capacity of Largest: 11 (450)
No. Banquet Rms. & Capacity of Largest: 11 (400)
Rates for Meals: Breakfast: from $1.25 Lunch: from $1.75; Dinner: from $3
Liquor: Not served in hotel
Air Conditioning: Entire hotel
Net Exhibit Space: 3,680 sq. ft. on one floor
Visual Aids Available: 2 screens
Other Equipment Available: PA system, platforms
Parking: 50c

CLARKSBURG

Railroads: B. & O.
Airlines: CAP

Stonewall Jackson Hotel

Main & So. 3rd St. (Phone: 4-6441)
Manager: A. T. Matthews
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms available)
Convention Rates: Single: $4 to $8; Double: $8 to $11
No. Mtg. Rms. & Capacity of Largest: 8 (500)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Rates for Meals: Breakfast: $1.25; Lunch: $1.50; Dinner: $2.75 to $4
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 5,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

HUNTINGTON

Railroads: B. & O.; C. & O.

Frederick Hotel (HSMA)

10th St. & 4th Ave. (Phone: 5101)
Manager: F. A. Short
Convention Season: All year
Largest Group Accommodated: 220 (100 rooms available)
Convention Rates: Single: $4 to $7; Double: $6 to $9; Suites: $12
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Rates for Meals: Breakfast: 40c to 90c; Lunch: from 90c; Dinner: from $1.25
Liquor: Only beer served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 300 sq. ft. on one floor
Other Equipment Available: PA system, platforms

International Amphitheatre

Home of the Chicago National Automobile Show—Chicago National Boat Show — Chicago International Sports and Outdoor Exposition — Sonja Henie Ice Revue—International Live Stock Exposition—International Kennel Club Dog Show—International Dairy Show and Rodeo—The Chicago Home of the National Metal Exposition—International Heating and Ventilating Exposition and other leading Industrial Expositions.

•

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440,000 Sq. Ft. after Nov. 1, 1954
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New Public Address System

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15 Minutes from Loop Hotels

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International Amphitheatre
42nd & Halsted Chicago 9, Ill.

WHITE SULPHUR SPRINGS

Railroads: C. & O.

The Greenbrier and Cottages (HSMA)

See Advertisement, Page 67

(Phone: 110)
Manager: E. Truman Wright
Director of Sales: Charles Norvell
Convention Season: All year, but limited during May and Oct.
Largest Group Accommodated: 800 (460 rooms and 59 suites available)
Convention Rates: Single: $22; Double: $40; Parlors: $10 to $22. Rates from Sept. 15 to Oct. 31: Single: $23; Double: $42. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 21 (1,000)
No. Banquet Rms. & Capacity of Largest: 4 (800)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $5
Liquor: Package store in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: All projection facilities
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities on grounds, $1.50 per day in garage
Sports Facilities: Golf, Tennis, Swimming, Shuffleboard, Croquet, Putting, Skeet, Horseback riding

EAST NORTH CENTRAL
Ill., Ind., Mich., Ohio, Wis.

ILLINOIS

AURORA

Railroads: C.B. & Q.; C. & N.W.; Elgin, Jol. & E.; C.A. & E.; C.M. St. P. & P.

Hotel Leland

I S. Island (Phone: 4641)
Manager: W. W. Gosselin
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms and 6 suites available)
Convention Rates: Single: from $4.50; Double: from $7.50; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Rates for Meals: Breakfast: from 45c; Lunch: from 75c; Dinner: from $1.75
Liquor: Served in hotel
Air Conditioning: One banquet and meeting room
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: from 50c

CHICAGO

Railroads: G.M. & O.; Santa Fe; Balt. & Ohio; Burl.; Chi. & E. Ill.; C. & N.W.; Chi. & W. Ind.; Chi. Gt. W.; Chi., Ind. & Louisv.; C.M. St. P. & P.; Erie; Grand Tk.; Ill. Cent.; Mich. Cent.; N.Y. Chi. & St. L.; Penna.; Wab.; C. & I.W.; B. of C.; C. & O.; C.A. & El.; C.J.; Ch. S. Sh. & So. B.; C.N.S. & M.; C.R. & I.; I.N.; M. Jn.; B. & O. C. T.; C.C.C. & St. L.; N.Y.C.; C.R.I. & P.; Ind Harbor Belt; Soo Line
Airlines: AAL, EAL, TWA, UAL, DEL-C&S, BNF, NWA, CAP, TCA

AUDITORIUMS

International Amphitheatre

See Advertisement, Page 68

41st and S. Halsted Sts. (YArds 7-5580)
Manager: Merton E. Thayer
Exhibit Areas: 260,000 sq. ft.; 440,000 by Nov. 1, 1954
Rental Fees and Services: On application
Floor Load: First floor, unlimited; second, 180 lbs. per sq. ft.
Ventilation: Natural and forced air; Arena, air conditioned
Ceiling Height: 14 ft., 23 ft., 87 ft.
P. A. System: In main Arena and adjoining four halls
Dimensions, Opening to Exhibit Hall: 14 ft. high by 16 ft. wide
Elevators and Capacities: Two, 8,000 lbs.
Columns: 2 ft. diameter; 25.5 ft. by 26 ft. and 26 ft. by 52 ft.
Utilities: Gas, water, drainage, steam, AC—any capacity
Loading Facilites: Railroad siding
Meeting Rooms and Capacities: Six—500, 600, 375; Arena, 12,000
Parking Facilities: 4,000 cars
Distance from Business District: Three and a half miles

Navy Pier

Lake Front and Grand Ave. (RAndolph 6-8000, Ext. 2275)
Manager: Martin W. Oettershagen, Port Mgr.
Exhibit Areas: 350,000 sq. ft.
Rental Fees and Services: On application
Floor Load: 100 lbs. per sq. ft.
Ventilation: Natural
Ceiling Height: 24 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 14.5 ft. by 19 ft.
Columns: None
Utilities: Electricity, gas, water
Loading Facilities: 16 loading doors
Storage Areas: 100,000 sq. ft.
Meeting Rooms and Capacities: 300 to 2,500
Parking Facilities: Several thousand cars
Distance from Business District: 1.5 miles

Chicago Coliseum

1513 S. Wabash Ave. (WAbash 2-5862)
Manager: Kenneth Watson, Gen. Mgr.
Exhibit Areas: 92,000 sq. ft., main floor; 21,700 sq. ft., balcony
Rental Fees and Services: On application
Floor Load: 150 lbs. to unlimited
Ventilation: Natural and artificial
Ceiling Height: 16 ft. to 90 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 12 ft. by 12 ft.; 16 ft. by 18 ft.
Elevators and Capacities: One, 10,000 lbs.
Utilities: AC current, any capacity; gas; water; drainage
Loading Facilities: Direct
Storage Areas: Ample
Meeting Rooms and Capacities: Coliseum, 9,000; North Hall, 4,000; Ballroom, 1,000
Facilities for Food Functions and Banquet Capacity:
Parking Facilities: Good
Distance from Business District: One mile

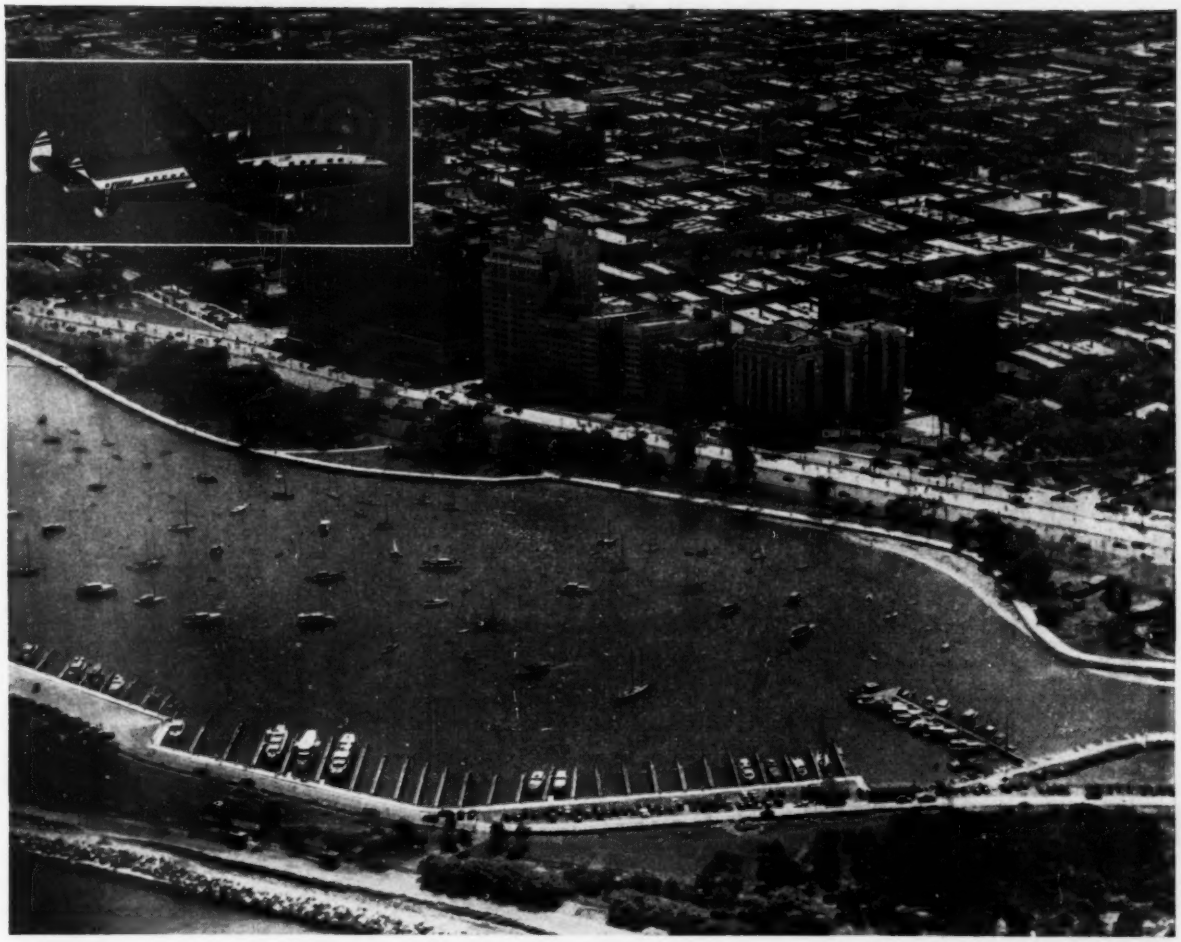
Ambassador Hotels

No. State & Goethe Sts. (Phone: Superior 7-7200)
Manager: Gene Barrett
Convention Season: All year
Largest Group Accommodated: 150 (100 rooms and 103 suties available)
Convention Rates: Single: from $12; Double: from $17; Suites: from $18.50
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 2 (150)
Rates for Meals: Breakfast: $1.50; Lunch: $1.85; Dinner: $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 90% of bedrooms
Charges for Banquet & Mtg. Rms.: None when food and liquor are served
Other Equipment Available: PA system, spotlights
Parking: Garage—$2 per night

Bismarck Hotel (HSMA)

171 W. Randolph St. (Phone: Central 6-0123)
Manager: Harold P. Bock
Sales Manager: Phyllis L. Royce
Convention Season: All year.
Largest Group Accommodated: 150 during week, 250 Sat. & Sun.
Convention Rates: Single: $8 to $13.50; Double: $11 to $16.50; Suites: $22 to $70
No. Mtg. Rms. & Capacity of Largest: 9 (150)
No. Banquet Rms. & Capacity of Largest: 12 (350)
Rates for Meals: Breakfast: from 75c; Lunch: from $1; Dinner: from $1.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms and some bedrooms.
Charges for Banquet & Mtg. Rms.: None if meals served
Other Equipment Available: PA system, spotlights, portable stage
Parking: Facilities available

TWA TO CHICAGO



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A. M. QUARLES, VICE PRESIDENT AND GENERAL MANAGER — M. P. MATHEWSON, SALES DIRECTOR

Blackstone Hotel (HSMA)

See Advertisement, Page 70

636 S. Mchigan Ave. (Phone: Harrison 7-4300)
Manager: John Burke
Convention Season: All year
Largest Group Accommodated: 225 (100 rooms and 10 suites available)
Convention Rates: Single: from $5; Double: from $12; Suites: $25 to $60
No. Mtg. Rms. & Capacity of Largest: 15 (500)
No. Banquet Rms. & Capacity of Largest: 15 (500)
Rates for Meals: Breakfast: $2.50; Lunch: $3; Dinner: $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25

Congress Hotel (HSMA)

520 S. Michigan Ave. (Phone: HArrison 7-3800)
Manager: William J. Burns
Sales Manager: Al E. Lohoff
Convention Season: All year
Largest Group Accommodated: 900 (400 rooms and 50 suites available)
Convention Rates: Single: $6 to $12.50; Double: $10.50 to $16.50; Suites: $17.50 to $49.50
No. Mtg. Rms. & Capacity of Largest: 19 (900)
No. Banquet Rms. & Capacity of Largest: 19 (650)
Rates for Meals: Breakfast: from $2.25; Lunch: from $2.75; Dinner: from $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 100 bedrooms
Net Exhibit Space: 4,000 sq. ft. on one floor
Visual Aids Available: Movie screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.75

The Conrad Hilton Hotel (HSMA)

Balbo & Michigan Ave. (Phone: Wabash 2-4400)
Manager: Robert F. Quain
Sales Manager: MacLellan E. King
Convention Season: All year
Largest Group Accommodated: 3000 (1,500 rooms and 125 suites available)
Convention Rates: Single: from $7; Double: from $12.50; Suites: from $22
No. Mtg. Rms. & Capacity of Largest: 27 (3,000)
No. Banquet Rms. & Capacity of Largest: 8 (1,606)
Rates for Meals: Moderate
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms and exhibit hall
Charges for Banquet & Mtg. Rms.: $10 to $1,000
Net Exhibit Space: 42,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

The Del Prado

Hyde Park Blvd. & E. 53rd St. (Phone: HY 3-9600)
Manager: Robert E. Langford
Sales Manager: Al N. Shaw
Convention Season: All year
Largest Group Accommodated: 510 (175 rooms and 20 suites available)
Convention Rates: Single: $6 to $8; Double: $9 to $12; Suites: $14 to $16
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (375)
Rates for Meals: Breakfast: $2.50 to $3.50; Lunch: $2.50 to $5.50; Dinner: $3.50 to $7.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $20 to $200 if no food served
Net Exhibit Space: 1,200 sq. ft. on one floor
Visual Aids Available: Blackboards, easels, rostrums
Other Equipment Available: PA system, spotlights, stage
Parking: Garage one-half block from hotel—$1.50 per day
Sports Facilities: Boating, Fishing, Swimming, Tennis, Golf, Horseback riding

The Drake Hotel (HSMA)

See Advertisement, Page 71

140 E. Walton Place (Phone: Superior 7-2200)
Manager: L. E. Schoenbrunn
Sales Manager: G. E. R. Flynn
Convention Season: All year
Largest Group Accommodated: 1,000 (300 rooms and 50 suites available)
Convention Rates: Single: $6.50; Double: $12; Suites: from $21
No. Mtg. Rms. & Capacity of Largest: 20 (800)
No. Banquet Rms. & Capacity of Largest: 11 (750)
Rates for Meals: Breakfast: $2.25; Lunch: $3.25; Dinner: $5, Prices plus tax and 13% fee
Liquor: Served in hotel. Also have retail liquor store.
Air Conditioning: Banquet and meeting rooms and 100 bedrooms
Charges for Banquet & Mtg. Rms.: Depend on overall arrangements
Net Exhibit Space: 5,650 sq. ft. on one floor. Traffic can be directed through exhibit area to general sessions
Visual Aids Available: Projection screens
Other Equipment Available: PA system, spotlights, stage
Parking: Garage and outside parking at $1.50 for 24 hours

Edgewater Beach Hotel (HSMA)

5349 Sheridan Rd. (Phone: LOngbeach 1-6000)
Manager: Philip J. Weber
Sales Manager: H. J. LaFrenere
Convention Season: All year
Largest Group Accommodated: 1,000 (450 rooms and 89 suites available)
Convention Rates: Single: from $5.50; Double: from $10.50; Suites: from $22
No. Mtg. Rms. & Capacity of Largest: 29 (900)
No. Banquet Rms. & Capacity of Largest: 29 (1,250)
Rates for Meals: Breakfast: 60c to $2.25; Lunch: $1.50 to $3.50; Dinner: $2.50 to $8
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 32,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1 day, $2 for 24 hours
Sports Facilities: Tennis, Swimming, Shuffleboard

LaSalle Hotel (HSMA)

See Advertisement, Page 70

10 N. LaSalle St. (Phone: FRanklin 2-0700)
Manager: A. M. Quarles
Sales Manager: M. P. Mathewson
Convention Season: All year
Largest Group Accommodated: 1,000 (350 rooms and 35 suites available)
Convention Rates: Single: from $6.50; Double: from $9.50; Twin: from $12.50; Suites: from $13.50
No. Mtg. Rms. & Capacity of Largest: 16 (675)
No. Banquet Rms. & Capacity of Largest: 16 (675)
Raets for Meals: Breakfast: from $2.35; Lunch: from $3; Dinner: from $4.15
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and some bedrooms
Charges for Banquet & Mtg. Rms. According to food functions
Net Exhibit Space: 15,000 sq. ft., including 10,000 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

A Kirkeby Hotel

The Blackstone
CHICAGO

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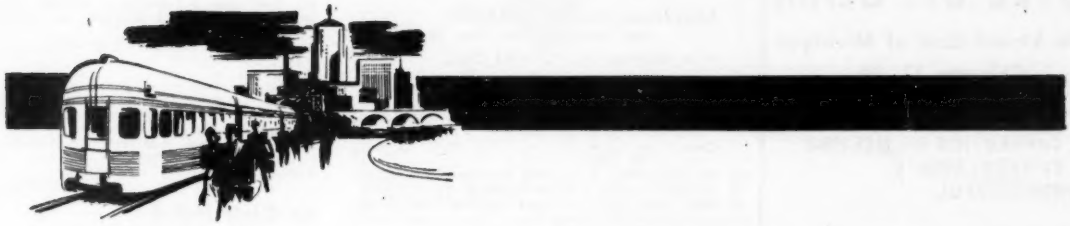
Distinguished Accommodations and Services for Groups up to 500



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Experienced personnel—to complete arrangements to make your convention a success.

3 famous dining rooms . . . the moderately priced Oak Room, the atmospheric Cape Cod Room, and the distinctive Camellia House.

600 sleeping rooms.

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Quiet dignity.

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The DRAKE *Chicago*

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President

DICK FLYNN
Vice-President, Sales

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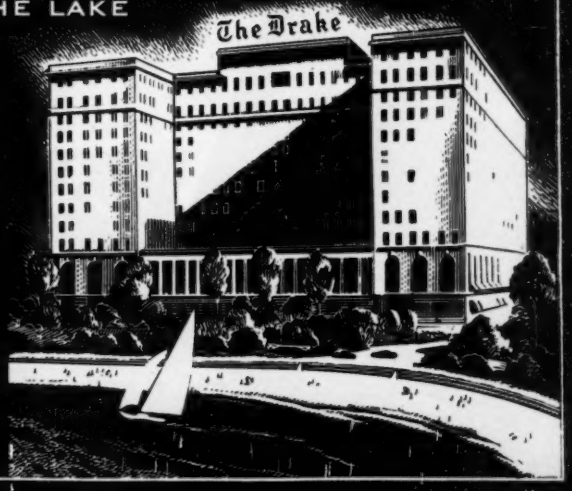

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- **1200 AVAILABLE ROOMS OVERLOOKING LAKE MICHIGAN**
- **A PERSONAL INTEREST GUARANTEED**

D. J. Gardner, Sales Manager

EAST NORTH CENTRAL
Ill., Chicago (cont.)

Morrison Hotel (HSMA)

See Advertisement, Page 72

79 W. Madison St. (Phone: FR 29600)
Manager: Willard M. Rutzen
Sales Manager: Roy Powell
Convention Season: All year
Largest Group Accommodated: 2,500 (1,850 rooms and 100 suites available)
Convention Rates: Single: From $4.50; Double: from $7.50; Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 30 (1,500)
No. Banquet Rms. & Capacity of Largest: 30 (1,200)
Rates for Meals: Breakfast: from $1; Lunch: from $1.25; Dinner: from $1.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 21,000 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: $2 for $24 hours

Hotel North Park

See Advertisement, Page 96

1931 Lincoln Park West (Phone: MOhawk 4-3200)
Manager: John F. Cummins
Convention Season: All year
Largest Group Accommodated: 250
Convention Rates: Single: $6; Double: $8.50; Suites: $15 to $48
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Rates for Meals: Breakfast: 45c to $1.10; Lunch: 85c to $1.25; Dinner: $1.65 to $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 2,000 sq. ft. on one floor
Other Equipment Available: PA system
Parking: Free facilities
Sports Facilities: Boating, Horseback riding, Swimming adjacent to hotel

Palmer House (HSMA)

State & Monroe (Phone: RA 6-7500)
Manager: Vernon Herndon
Sales Manager: J. R. Heimbaugh
Convention Season: All year
Largest Group Accommodated: 2,500 (1,200 rooms and 60 suites available)
Convention Rates: Single: $5 to $12; Double: $10.50 to $17; Suites: from $24
No. Mtg. Rms. & Capacity of Largest: 25 (1,500)
No. Banquet Rms. & Capacity of Largest: 25 (1,500)
Rates for Meals: Breakfast: from $2.50; Lunch: from $3; Dinner: from $4
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Nominal fee
Net Exhibit Space: 21,800 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: $2.50 per day

St. Clair Hotel

See Advertisement, Page 72

162 E. Ohio St. (Phone: Superior 7-4660)
Manager: Malcolm James
Sales Manager: David J. Gardner
Convention Season: All year
Largest Group Accommodated: 250 (400 rooms and 100 suites available)
Convention Rates: Double: $8 to $13; Suites: from $15
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: from $2.25; Lunch: from $2.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms and 25 bedrooms
Charges for Banquet & Mtg. Rms.: None if banquets are served
Net Exhibit Space: 6,000 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights
Parking: $2 per night

Sherman Hotel (HSMA)

See Advertisement, Page 73

Randolph & Clark St. (Phone: Fra. 2-2100)
Manager: Patrick H. Hoy
Sales Manager: Daniel Amico
Convention Season: All year
Largest Group Accommodated: 3,000 (1,501 rooms and 78 suites available)
Convention Rates: Single: from $6.45; Double: from $9.45; Suites: from $19.95

CHICAGO'S FINEST MEETING ROOM

The Terrace Casino

The Terrace Casino is Chicago's finest! Terraced, it gives all a fine view of the stage. Private, with separate street entrance, adjoining bar and checking facilities, easily accommodates 1000 persons. By day, your main convention room—By night, your banquet hall. Air-Conditioned. Write today for the Terrace Casino Brochure.

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WILLARD M. RUTZEN, *General Manager*

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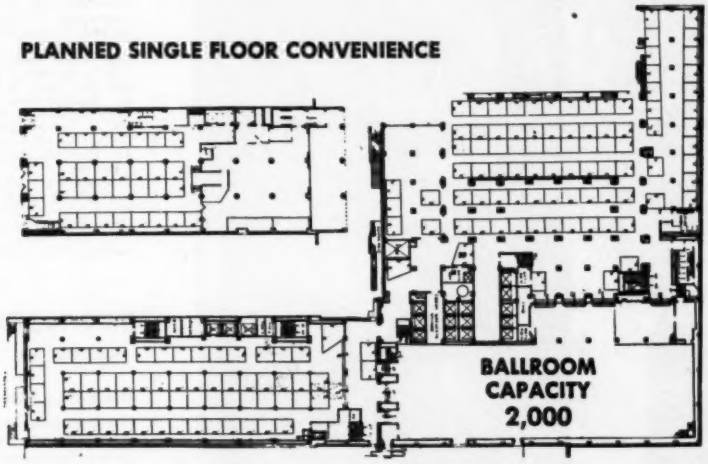

EXHIBIT SPACE . . . over 40,000 square feet of air-conditioned exhibition space. **27 AIR CONDITIONED MEETING ROOMS** . . . accommodating from 10 to 2,000. **EXCEPTIONAL BANQUET FACILITIES** . . . for functions of any size. **SUPERBLY SITUATED** . . . near Marshall Field's and the Merchandise Mart, in the heart of the theater district. **1501 REDECORATED GUEST ROOMS** . . . every room with radio, many with TV and air conditioning. **WORLD FAMOUS RESTAURANTS.** College Inn Porterhouse — tops in America for tender steaks. Well of the Sea — seafood flown in daily from both oceans. And for delicious food at modest prices — the Celtic Cafe, the Coffee Shop and the Snack Bar. **DRIVE RIGHT INTO THE SHERMAN** . . . the only hotel in Chicago that gives you this service. No waiting for busy doormen when you arrive—no waiting for delivery when you leave.

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CHICAGO'S MOST CONVENIENT HOTEL

•

Randolph, Clark and La Salle Streets
Telephone: Franklin 2-2100
Teletype: CG 1387

EAST NORTH CENTRAL
Ill., Chicago (cont.)

No. Mtg. Rms. & Capacity of Largest: 27 (2,000)
No. Banquet Rms. & Capacity of Largest: 27 (2,000)
Rates for Meals: Variable
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 500 bedrooms.
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 40,000 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage, gas, air, steam and drainage
Parking: Garage in hotel

The Sheraton Hotel (HSMA)
See Advertisement, Page 74

505 N. Michigan Ave. (Phone: Whitehall 4-4100)
Manager: Morgan J. Smith
Sales Manager: Thomas A. Mackey
Convention Season: All year
Largest Group Accommodated: 300 (300 rooms and 50 suites available)
Convention Rates: Single: from $5.85; Double: from $8.85; Suites: from $13.85
No. Mtg. Rms. & Capacity of Largest: 5 (1,200)
No. Banquet Rms. & Capacity of Largest: 5 (1,200)
Rates for Meals: Breakfast: $2.25; Lunch: $2.50; Dinner: $4. Prices plus tax and tip.
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms.
Charges for Banquet & Mtg. Rms.: Depends upon functions
Other Equipment Available: PA system, spotlights
Parking: $2.50 for 24 hours

DECATUR

Railroads: B. & O.; I.T. El.; Penna.; Wab.; Ill. Cent.

Hotel Orlando

Water, Wood & State Sts. (Phone: 4331)
Manager: Jack Powers
Convention Season: All year, but not on Mon., Tues., Wed.
Largest Group Accommodated: 300 (150 rooms and 6 suites available)
Convention Rates: Single: $3.75 to $5.25; Double: $5.75 to $8.75; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Rates for Meals: Breakfast: from 45c; Lunch: from 75c; Dinner: from $1.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms and some bedrooms
Charges for Banquet & Mtg. Rms.: None when food is served
Other Equipment Available: PA system
Parking: $1.25 per night

EAST ST. LOUIS

Railroads: Burl. Route; A. & S.; B. & O.; C. & E.I.; Frisco; I.T.; L. & M.; L. & N.; M.K.T.; M.P.; G.M. & O.; St. L. & O.F.; St. L. & O.R.; St. L. S.W.; T.R.R.A. of St. L.; I.C.; N.Y.C. & St. L.; Penna.; So.; C.R.I. & P.; N.Y.C.; Wab.; Mfrs.
Airlines: AAL, EAL, TWA, DEL-C&S, CAL, BNF

Hotel Broadview

421 E. Broadway (Phone: Upton 4-6500)
Manager: J. C. Caldarera
Sales Manager: R. R. Simpson
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms and 16 suites available)
Convention Rates: Single: $4.50 to $5.50; Double: $6 to $8; Suites: $10 to $14
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Rates for Meals: Breakfast: A la carte; Lunch: 85c to $1; Dinner: $1.35 to $2
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: $5 to $100
Net Exhibit Space: 15,000 sq. ft. on two floors
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, portable stage
Parking: Free facilities

EVANSTON

Railroads: C.M. St. P. & P.; C. & N.W.; C.N.S. & M.

Orrington Hotel

1710 Orrington Ave. (Phone: University 4-8700)
Manager: Palmer Jones
Convention Season: All year
Largest Group Accommodated: 100 (100 rooms and 12 suites available)
Convention Rates: Single: $5 to $9; Double: $10 to $12; Suites: from $16
No. Mtg. Rms. & Capacity of Largest: 6 (125)
No. Banquet Rms. & Capacity of Largest: 6 (125)
Rates for Meals: Breakfast: from 45c; Lunch: from 80c; Dinner: from $1.10
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, and some bedrooms
Visual Aids Available: Blackboards
Other Equipment Available: PA system, spotlights
Parking: $1.50 per night
Sports Facilities: Golf, Riding, Swimming

HIGHLAND PARK

Railroads: C. & N.W.; C. No. Sh. & M.

Moraine-On-The-Lake (HSMA)

2501 N. Sheridan Rd. (Phone: Highland Park 2-4444)
Manager: L. J. Boyle & R. S. Wright
Sales Manager: Peter H. Dahmlow
Convention Season: All year
Largest Group Accommodated: 300 (165 rooms and 20 suites available)
Convention Rates: Single: $7.50 to $10; Double: $11.50 to $15; Suites: $25 to $30
No. Mtg. Rms. & Capacity of Largest: 6 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.75; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet room
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft. on two floors
Visual Aids Available: Projection screen
Other Equipment Available: PA system, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming, Tennis, Riding

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Railroads: Burl.; G.M. & O.; N.Y.C.; Ill. Cent.; M. & St. L.; C. & N.W.; P. & P.U.; T.P. & W.; C. & I.M.; C.R.I. & P.; N.Y.C. & St. L.; Penna.; P.T.; Ill. Term.
Airlines: AAL, TWA

Jefferson Hotel

239 S. Jefferson St. (Phone: 4-1151)
Manager: H. J. Smith
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms and 10 suites available)
Convention Rates: Single: $5; Double: $7; Suites: $12 to $18
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 7 (350)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.50; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 50 bedrooms
Visual Aids Available: Movie screens, easels
Other Equipment Available: PA system, spotlights
Parking: $1.50

Hotel Pere Marquette

501 Main St. (Phone: 4-2121)
Manager: Ferdinand P. Sperl
Sales Manager: Joseph L. Lannas
Convention Season: All year
Largest Group Accommodated: 800 (350 rooms and 18 suites available)
Convention Rates: Single: $5 to $8; Double: $7.50 to $13.50
No. Mtg. Rms. & Capacity of Largest: 9 (750)
No. Banquet Rms. & Capacity of Largest: 3 (600)
Rates for Meals: Breakfast: $1.75 to $2; Lunch: $2. to $3; Dinner: $3 to $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms and some bedrooms
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Movie screen, projector, rostrum
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per day

ROCKFORD

Railroads: C.B. & Q.; C.M. St. P. & P.; Ill. Cent.; C. & N.W.
Airlines: BNF

Hotel Faust

618 E. State St. (Phone: 2-3731)
Manager: Frank H. Sweeney
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms available)
Convention Rates: Single: from $4.50; Double: from $6.50; Suites: from $12
No. Mtg. Rms. & Capacity of Largest: 10 (700)
No. Banquet Rms. & Capacity of Largest: 10 (550)
Rates for Meals: Breakfast: 50c to $1.50; Lunch: 75c to $1.50; Dinner: $2 to $3.50
Liquor: Served in hotel
Air Conditioning: Some banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: from $6 — depending upon size
Net Exhibit Space: 1,400 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: 50c and 75c per day
Sports Facilities: Bowling in hotel

Hotel Lafayette

411 Mulberry St. (Phone: 4-5651)
Manager: Jake Conner
Convention Season: All year
Largest Group Accommodated: 100 (50 rooms available)
Convention Rates: Single: $4.50 to $5; Doubles: $6.50 to $8.50
No. Mtg. Rms. & Capacity of Largest: 6 (250)
No. Banquet Rms. & Capacity of Largest: 6 (250)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.25; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Visual Aids Available: PA system, 16mm projector and screen, blackboards, easels
Other Equipment Available: PA system, spotlights, stage
Parking: from 35c

SPRINGFIELD

Railroads: B. & O.; G.M. & O.; Ill. Cent.; Wab.; C. & I.M.; Ill. Term.; S.T.
Airlines: AAL

Abraham Lincoln Hotel (HSMA)

416 E. Capitol (Phone: 7511)
Manager: C. Hayden Davis
Convention Season: All year
Largest Group Accommodated: 700 (200 rooms and 10 suites available)
Convention Rates: Single: from $5; Double: from $7; Suites: from $17.50
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 2 (700)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.75; Dinner: from $2.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: Overnight, up to 18 hours—$1.25
Sports Facilities: Golf

Hotel Leland

(Phone: 5431)
Manager: James P. Bolanger
Sales Manager: Roy Hutchison
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 14 suites available)
Convention Rates: Single: $5.50 to $6.40; Double: $7.50 to $8; Twins: $10 to $12; Suites: $15 to $30
No. Mtg. Rms. & Capacity of Largest: 9 (500)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Rates for Meals: Breakfast: from $1; Lunch: from $1.25; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None for food functions
Net Exhibit Space: 2,500 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 indoors, 50c in lot
Sports Facilities: Golf nearby

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Ind. (cont.)

INDIANA

ELKHART

Railroads: N.Y.C.

Elkhart Hotel

500 S. Main (Phone: 35110)
Manager: W. J. Delbridge
Sales Manager: R. R. Casavant
Convention Season: All year, but not Mon. through Wed.
Largest Group Accommodated: 300 (200 rooms and 3 suites available)
Convention Rates: Single: $4.75 to $6; Double: $7 to $10; Suites: $1 to $20
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banque: Rms. & Capacity of Largest: 7 (400)
Rates for Meals: Breakfast: $1.50 to $2; Lunch: $2 to $3; Dinner: $3 to $5
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $6 to $35
Net Exhibit Space: 1,600 sq. ft. on two floors
Other Equipment Available: PA system, spotlights, stage
Parking: 50c in lot, $1.25 in garage

EVANSVILLE

Railroads: C. & E.I.; N.Y.C.; Ev. S. & N.; Ill. Cent.; L. & N.; So.
Airlines: EAL, DEL-C&S

Hotel McCurdy

1st & Locust Sts. (Phone: 5-6121)
Manager: Edward Hunt
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms and 6 suites available)
Convention Rates: Single: from $4.50; Double: from $8; Suites: from $12
No. Mtg. Rms. & Capacity of Largest: 6 (700)
No. Banquet Rms. & Capacity of Largest: 6 (550)
Rates for Meals: Breakfast: from 35c; Lunch: from $1.75; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,700 sq. ft. on one floor
Visual Aids Available: Blackboard
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 in garage, $1 in parking lot—overnight
Sports Facilities: Golf, Tennis, Swimming

Hotel Vendome

24 N. W. 3rd St. (Phone: 5-7251)
President: Norman F. Scholz
Vice President: Frederick J. Scholz
Convention Season: All year
Largest Group Accommodated: 900 (300 rooms and 25 suites available)
Convention Rates: Single: from $4.75; Double: from $6.50; Twins: from $10; Suites: from $16.75
No. Mtg. Rms. & Capacity of Largest: 4 (380)
No. Banquet Rms. & Capacity of Largest: 7 (380)
Rates for Meals: Breakfast: from 40c; Lunch: from 75c; Dinner: from $1.35
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 250 bedrooms
Charges for Banquet & Mtg. Rms.: $10 to $75
Net Exhibit Space: 7,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights stage
Parking: 50c to $1

FORT WAYNE

Railroads: N.Y.C.; N.Y.C. & St. L.; Penn.; Wab.
Airlines: TWA, DEL-C&S, UAL

AUDITORIUM

Allen County Memorial Coliseum

4000 Parnell Ave. (Phone A-6146)
Manager: Don Myers
Exhibit Areas: Exhibition Hall, 50,000 sq. ft.; Arena, 25,000 sq. ft.
Rental Fees and Services: Rental depends on event
Floor Load: Unlimited
Ventilation: Good
Ceiling Height: 14 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 12 ft. high
Elevators and Capacities: One, 20,000 lbs.
Columns: 24-in. columns on 27-ft. centers
Utilities: Electricity, gas, water
Loading Facilities: Good
Storage Areas: 400 sq. ft. in exhibition area
Meeting Rooms and Capacities: Three rooms, 200 each
Facilities for Food Functions and Banquet Capacity: Caterers can serve 2,000
Parking Facilities: 3,200 cars
Distance from Business District: Two and a half miles

Hotel Van Orman

128 W. Berry St. (Phone: Anthony 6121)
Manager: Harold Van Orman, Jr.
Sales Manager: Harold Ryan
Convention Season: All year, but preferred on weekends
Largest Group Accommodated: 600 (175 rooms and 8 suites available)
Convention Rates: Single: $4.25; Double: $6.50; Suites: $14
No. Mtg. Rms. & Capacity of Largest: 6 (800)
No. Banquet Rms. & Capacity of Largest: 6 (550)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.75; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and bedrooms
Charges for Banquet & Mtg. Rms.: None if meals served
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

FRENCH LICK

Railroads: Moron; B. & O.

French Lick Springs Hotel (HSMA)

(Phone: LD 113)
Manager: Arthur J. Newman
Sales Manager: C. J. Thannhausen
Convention Season: All year
Largest Group Accommodated: 1,000 (577 rooms and 26 suites available)

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205 Lackawanna Term.
Buffalo 3, N. Y.

A. A. Anderson
111 Union Depot
Duluth 2, Minn.

Convention Rates: Single: $16; Double: $28; Parlors: $12 per person additional per day. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 5 (1,100)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,200 sq. ft. on one floor
Visual Aids Available: 35mm and 16mm sound and slide projectors
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Tennis, Swimming, Mineral Baths, Skeet and trap shooting

GARY

Railroads: B. & O.; N.Y.C.; Penna.; M.C.; Wabash; Ch. So. Sh. & S.B. El.

Hotel Gary (HSMA)

578 Broadway (Phone: 5-7521)

Manager: Clark H. Jones
Convention Season: All year on weekends
Largest Group Accommodated: 350 (150 rooms and 5 suites available)
Convention Rates: Single: $5 to $7; Double: $7.50 to $9.50; Suites: $12 to $14
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 10 (400)
Rates for Meals: Breakfast: 45c to $1.25; Lunch: 65c to $1.25; Dinner: $1.95 to $3
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $8 to $20, depending on type of function
Net Exhibit Space: 3,600 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: 25c to $1.25 for 24 hours

INDIANAPOLIS

Railroads: N.Y.C.; Penna.; Erie; Ill. C.; I.U.; N.Y.C. & St. L.; B. & O.; Chi. Ind. & Lv.
Airlines: AAL, EAL, TWA, DEL-C&S

Antlers Hotel

750 N. Meridian St. (Phone: Lincoln 2351)

Manager: Robert L. Thompson
Sales Manager: Peter La Placa
Convention Season: All year
Largest Group Accommodated: 600 (150 rooms and 8 suites available)
Convention Rates: Single: $4.25 to $9; Double: $8.50 to $10.50; Suites: $13 to $17.50
No. Mtg. Rms. & Capacity of Largest: 5 (900)
No. Banquet Rms. & Capacity of Largest: 5 (700)
Rates for Meals: Breakfast: from $1; Lunch: from $1.50; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: 80 bedrooms
Charges for Banquet & Mtg. Rms.: $7.50 to $150
Net Exhibit Space: 3,500 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: 35c per hour and special rates for long periods

Claypool Hotel

See Advertisement, Page 115

14 N. Illinois St. (Phone: Plaza 8471)

Manager: W. Bryan Karr
Convention Season: All year
Largest Group Accommodated: 800 (400 rooms and 8 suites available)
Convention Rates: Single: from $6.75; Double: from $8.50; Suites: from $18.25
No. Mtg. Rms. & Capacity of Largest: 14 (1,100)
No. Banquet Rms. & Capacity of Largest: 14 (660)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2; Dinner: from $3.30
Liquor: Served in hotel
Air Conditioning: Entire hotel by summer
Charges for Banquet & Mtg. Rms.: $5 to $150
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 for 24 hr. service

Hotel Lincoln (HSMA)

117 W. Washington (Phone: LI 1361)

Manager: P. E. Rupprecht
Sales Manager: Lincoln Stegman
Convention Season: All year, except during Memorial Day race period
Largest Group Accommodated: 350 (150 rooms and 12 suites available)
Convention Rates: Single: from $4.75; Double: from $6.75; Suites: from $30
No. Mtg. Rms. & Capacity of Largest: 9 (600)
No. Banquet Rms. & Capacity of Largest: 9 (350)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.50; Dinner: from $2.50
Liquor: Served in hotel, except on Sundays or holidays
Air Conditioning: About two-thirds of hotel during summer
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 3,000 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, stage
Parking: Facilities available

Severin Hotel

201 S. Illinois St.

President: W. A. Atkins
Convention Season: All year
Largest Group Accommodated: 300 (250 rooms and 25 suites available)
Convention Rates: Single: $4.50 to $7.50; Double: $7 to $11; Suites: $11.50 to $15
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms & Capacity of Largest: 5 (300)
Rates for Meals: Breakfast: 75c to $1.10; Lunch: 90c to $1.15; Dinner: $1.75 to $3.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 70 bedrooms
Charges for Banquet & Mtg. Rms.: $10 to $100
Net Exhibit Space: 4,345 sq. ft.
Visual Aids Available: 2 movie screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per night

Hotel Washington

See Advertisement, Page 96

32 E. Washington St. (Phone: MA 2541)

Manager: C. H. Dohm
Sales Manager: J. B. Ryde
Convention Season: All year
Largest Group Accommodated: 350 (150 rooms available)
Convention Rates: Single: $4.25 to $7; Double: $5.75 to $10; Suites: $14
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 4 (150)
Liquor: Served in hotel
Air Conditioning: Bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,973 sq. ft. on one floor
Other Equipment Available: PA system, spotlights
Parking: $1.50 overnight

MUNCIE

Railroads: N.Y.C.; C. & O.; M. & W.; N.Y.C. & St. L.; Penna.

Hotel Roberts

(Phone: 8861)
Manager: E. L. Carpenter
Convention Season: All year
Largest Group Accommodated: 200 (130 rooms available)
Convention Rates: Single: from $4; Double: from $6; Suites: from $12.50
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Rates for Meals: Breakfast: from 50c; Lunch: from $1; Dinner: from $1.65
Convention Season: All year
Air Conditioning: Partly
Charges for Banquet & Mtg. Rms.: Nominal
Other Equipment Available: PA system, stage
Parking: Facilities available

RICHMOND

Railroads: Penna.; C. & O.

Leland Hotel

S. 9th & A Sts. (Phone: 2-161)

Manager: Ray O. Myers
Sales Manager: Roscoe Wehrley
Convention Season: All year
Largest Group Accommodated: 450 (150 rooms and 10 suites available on weekends)
Convention Rates: Single: $5 to $7; Double: $7 to $10; Suites: $12 to $14
No. Mtg. Rms. & Capacity of Largest: 4 (450)
No. Banquet Rms. & Capacity of Largest: 2 (275)
Rates for Meals: Breakfast: 50c to $1.25; Lunch: 90c to $1.50; Dinner: $2.25 to $3
Liquor: Served in hotel
Air Conditioning: 30 bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 4,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Lot—50c overnight; garage—$1 overnight
Sports Facilities: 3 golf courses

SOUTH BEND

Railroads: N.Y.C.; Ch. So.; Sh. & S.B. El.; N.J.I. & I.; Penna.; Gr. Tk.
Airlines: AAL, TWA, UAL

La Salle Hotel

237 N. Michigan (Phone: 3-1181)

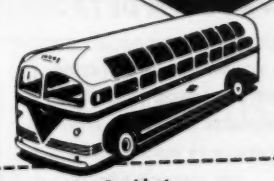
Manager: Leonard Mennucci
Convention Season: All year
Largest Group Accommodated: 250
Convention Rates: Single: from $5.50; Double: from $8
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 4 (175)
Rates for Meals: Breakfast: 50c to $1.25; Lunch: 60c to $1.25; Dinner: $1.35 to $3.50.
Liquor: Served in hotel
Air Conditioning: 2 banquet and meeting rooms
Other Equipment Available: PA system, stage
Parking: 35c per hour

File under

TRANSPORTATION

Your convention SPECIALISTS

The GRAY LINE



Best equipped to serve you in the major cities of America

Wherever you meet, Gray Line is ready to serve your group transportation needs — with unmatched experience and equipment (Charter Buses, Limousines, U-Drive Cars). And rates are *right!*

Send coupon for **FREE** complete file of rates and information on service everywhere.

Harry J. Dooley, President
GRAY LINE ASSOCIATION
10 N. LaSalle St., Chicago 2, Ill.
I'd like FREE data file on group transportation.

Name_____
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Address_____
City_____ State_____

TERRE HAUTE

Railroads: C. & E. Ill.; N.Y.C.; C.M. St. P. & P.; Penna.
Airlines: TWA, DEL-C&S

Deming Hotel

6th & Cherry Sts. (Phone: C 5021)
Manager: Demas D. Waterman
Convention Season: All year
Largest Group Accommodated: 150 (125 rooms and 3 suites available)
Convention Rates: Single: $4.50 and $4.75; Double: $6 and $6.50; Suites: $10
No. Mtg. Rms. & Capacity of Largest: 5 (350)
Rates for Meals: Breakfast: 40c to 85c; Lunch: 90c to $1.50; Dinner: $1.50 to $4
Liquor: Served in hotel
Air Conditioning: Entire hotel
Net Exhibit Space: 2,800 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Garage—$1.25; Parking lot—35c to 50c

Terre Haute House

700 Wabash Ave. (Phone: Crawford 3341)
Manager: C. M. Ellis
Convention Season: All year
Largest Group Accommodated: 250 (150 rooms and 3 suites available)
Convention Rates: Single: $5 to $7; Double: $8 to $12; Suites: $20 to $42
No. Mtg. Rms. & Capacity of Largest: 8 (1,000)
No. Banquet Rms. & Capacity of Largest: 3 (750)
Rates for Meals: Breakfast: 55c to $1.50; Lunch: 90c to $1.50; Dinner: $1.90 to $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None for conventions
Net Exhibit Space: 5,400 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 to $1.50
Sports Facilities: Golfing

IN THE MOTOR CITY

ENJOY THE FRIENDLY ATMOSPHERE OF THE

DETROIT - LELAND HOTEL

800 OUTSIDE ROOMS
WITH BATH AND FREE RADIO
IN
DOWNTOWN DETROIT

12 ROOMS ACCOMMODATING
UP TO 400 FOR MEETINGS
EXHIBITS AND BANQUETS
GRENADIER DINING ROOM
AND LOUNGE BAR
ALSO COFFEE SHOP
AIR CONDITIONED

Teletype DE 1620
Phone WOodward 2-2300
Wm. H. Chalmers, *General Manager*

MICHIGAN

CHARLEVOIX

Railroads: Pere Marquette; PRR
Airlines: CAP to Pellston & Traverse City

Charlevoix Beach Hotel

105 W. Dixon Ave. (Phone: Liberty 7-6551)
Manager: E. L. Kramer
Convention Season: June to Sept. 15
Largest Group Accommodated: 500 (200 rooms and some suites available)
Convention Rates: Single: $12; Suites: $15. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 11 (500)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Riding, Tennis, Shuffleboard, Fishing, Swimming

DEARBORN

Railroads: D.T. & I.; N.Y.C.; Penna.; Wabash

The Dearborn Inn

20301 Oakwood Blvd. (Phone: LOgan 1-1810)
Manager: Richard D. McLain
Resident Manager: Arles Russ
Convention Season: All year
Largest Group Accommodated: 75 (30 rooms and 2 suites available)
Convention Rates: Single: $7.50 to $12; Double: $10 to $15; Suites: $25 to $30
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 4 (350)
Rates for Meals: Breakfast: to $1.75; Lunch: to $3.50; Dinner: to $5.50. Prices for regular dining rooms. Banquet prices depend upon menu.
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 3,400 sq. ft. on one floor
Other Equipment Available: PA system, stage
Parking: Free outdoor facilities. $2 per day in heated garage
Sports Facilities: Golf, Swimming, Horseback riding nearby

DETROIT

Railroads: B. & O.; C.P.; D. & T. Sh. L.; D.T.; N.Y.C.; G. Tk.; C. & O.; Penna.; Waz.; D.T. & I.; Str.
Airlines: AAL, TWA, UAL, EAL, DEL-C&S, CAP, NWA, NAL

AUDITORIUM

Masonic Temple

500 Temple (Temple 2-7100)
Manager: C. W. Van Lopik
Exhibit Areas: 42,000 sq. ft.
Rental Fees: On Application
Floor Load: 150 lbs. per sq. ft.
Ventilation: Forced air
Ceiling Height: 14 ft. to 20 ft.
P. A. System: Available
Elevator and Capacity: One freight, 5,000 lb
Columns: 15-ft. centers
Utilities: AC and DC current, water
Loading Facilities: Portable dock
Storage Areas: Limited
Meeting Rooms and Capacities: Seat 50 to 5,000
Parking Facilities: Ample
Distance from Business District: Quarter mile

Hotel Detroiter

2560 Woodward Ave. (Phone: Woodward 2-5600)
Manager: Kenneth A. White
Sales Manager: E. J. Toole
Convention Season: All year
Largest Group Accommodated: 600 (400 rooms and 24 suites available)
Convention Rates: Single: $4 to $9.50; Double: $5.50 to $11.50; Suites: $15 to $35
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (540)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2; Dinner: from $3.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None, if hotel is convention headquarters
Net Exhibit Space: 4,000 sq. ft.
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: 95c for 24-hour period

Detroit-Leland Hotel (HSMA)

See Advertisement, Page 78

1701 Cass (Phone: Woodward 2-2300)
Manager: William H. Chalmers
Sales Manager: Leslie G. Hodgins
Convention Season: All year
Largest Group Accommodated: 450 (300 rooms and 15 suites available)
Convention Rates: Single: $4.50 to $7; Double: $7 to $15; Suites: $20 to $33
No. Mtg. Rms. & Capacity of Largest: 13 (450)
No. Banquet Rms. & Capacity of Largest: 13 (450)
Rates for Meals: Breakfast: $2; Lunch: $2; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: Variable
Visual Aids Available: Blackboards, easels
Other Equipment Available: PA system, spotlights
Parking: Facilities available

Hotel Fort Shelby (HSMA)

525 W. Lafayette (Phone: Woodward 3-7100)
Manager: Jerry Moore
Sales Manager: Dave Dobson
Convention Season: All year
Largest Group Accommodated: 500 (500 rooms and 20 suites available)
Convention Rates: Single: $4.50 to $11; Double: $7 to $12.50; Twin: $8 to $14; Suites: $20 to $39.50
No. Mtg. Rms. & Capacity of Largest: 12 (500)
No. Banquet Rms. & Capacity of Largest: 12 (400)
Rates for Meals: Breakfast: from $75; Lunch: from 90c; Dinner: from $1.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 100 bedrooms
Charges for Banquet & Mtg. Rms.: None, if convention in hotel
Net Exhibit Space: 4,400 sq. ft.
Visual Aids Available: Movie screens, blackboards, 16mm sound projector
Other Equipment Available: PA system, spotlights, stage
Parking: from 25c per hour

Sheraton Cadillac (HSMA)

See Advertisement, Pag 79

(Phone: Woodward 1-8000)
Sales Manager: Paul Mangan
Sales Manager: George Ralston
Convention Season: All year
Largest Group Accommodated: 1,800 (600 rooms and 40 suites available)
Convention Rates: $5 to $13.50; Double: $9.50 to $15.50
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (800)
Rates for Meals: Breakfast: from $2.50; Lunch: from $2.75; Dinner: from $4. Prices plus 3% sales tax and 10% tips
Liquor: Served in hotel
Air Conditioning: Function rooms, dining rooms and 500 bedrooms
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

Hotel Statler (HSMA)

See Advertisement, Page 9

Washington Blvd. & Grand Circus Park (Phone: WO 3-6000)
Manager: Donald M. Mumford
Sales Manager: William H. Edwards
Convention Season: All year
Largest Group Accommodated: (500 rooms and 25 suites available)
Rates for Meals: Breakfast: $2.25; Lunch: $2.75; Dinner: $4. All function meals subject to 10% gratuity and 3% sales tax.
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 50% of suites and 25% of guest rooms.
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 for 24 hours, plus chauffeur charge of 25c to and from hotel. Total of $2.

Wolverine Hotel (HSMA)

55 E. Elizabeth (Phone Wo 3-9000)
Manager: John J. Sakmar
Convention Season: All year

Largest Group Accommodated: 400 (350 rooms and 4 suites available)
Convention Rates: Single: $4; Double: $6.25; Suites: $18
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 3 (150)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: $2 to $2.75; Dinner: $3.50 to $5.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 3,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: Garage—$1.50, lot—from 75c

FLINT

Railroads: C. & O.; Gd. Tr.
Airlines: CAP

Hotel Durant

Saginaw & Detroit Sts. (Phone: CEdar 2-5131)
Manager: Scott Shattuck
Convention Season: All year, preferably on weekends
Largest Group Accommodated: 300 (150 rooms and 4 suites available)
Convention Rates: Single: $5 to $7.50; Double: $7.50 to $12; Suites: $21 to $31
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (425)
Rates for Meals: Breakfast: from 45c; Lunch: from 85c; Dinner: from $1.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $10 to $100
Net Exhibit Space: 200 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: 75c overnight

GRAND RAPIDS

Railroads: C. & O.; Gd. Tk.; N.Y.C.; Penna.
Airlines. CAP

AUDITORIUM

Civic Auditorium

See Advertisements, Page 81

227 Lyon, N.W. (GL 47-257)

Manager: Fred J. Barr, Jr.
Exhibit Areas: Basement, 44,000 sq. ft.; main floor, 16,500 sq. ft.; Black & Silver Rooms, 4,500 sq. ft.
Rental Fees and Services: Basement, $20 per booth (12 ft. by 12 ft.)
Floor Load: Unlimited
Ventilation: Air conditioned
Ceiling Height: 14 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 13 ft. by 12 ft.
Elevators: Lift, 50 ft. by 8 ft.
Columns: 2 ft. sq., every 24 ft.
Utilities: AC and DC current
Loading Facilities: Ample
Storage Areas: Ample
Meeting Rooms and Capacities: 700; 12 rooms, 75 each
Facilities for Food Functions and Banquet Capacity: Can handle banquet up to 1,500
Parking Facilities: Ample
Distance from Business District: In business district

Morton Hotel

See Advertisements, Page 81

Monroe & Ionia (Phone: 9-7121)

Manager: Noel K. Black
Sales Manager: T. M. Bennett
Convention Season: All year
Largest Group Accommodated: 200 (200 rooms and 7 suites available)
Convention Rates: Single: from $4.50; Double: $6.50 to $10; Suites: $15 to $25
No. Mtg. Rms. & Capacity of Largest: 6 (250)
No. Banquet Rms. & Capacity of Largest: 4 (200)
Rates for Meals: Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 overnight
Sports Facilities: Golf

Pantlind Hotel (HSMA)

See Advertisements, Page 81

(Phone: 97201)

Manager: T. R. Corson
Sales Manager: L. E. Ames

IN DETROIT IT'S THE
SHERATON-CADILLAC

One of the truly great hotels in North America, the Sheraton-Cadillac is famed for friendly service, superlative rooms and suites, sparkling atmosphere. Grand Ballroom accommodates 800 for banquets, 1000 for meetings. Nine other function rooms accommodate anywhere from 10 to 500 people. 500 air-conditioned rooms and suites.

Experienced Convention Staff
Neal Lang, General Manager
Paul Mangan, Sales Manager

SHERATON HOTELS
BALTIMORE
BOSTON
BROOKLINE, MASS.
BUFFALO
CHICAGO
CINCINNATI
DETROIT
NEW YORK
PITTSBURGH
PITTSFIELD, MASS.
PROVIDENCE
ROCHESTER
ST. LOUIS
SPRINGFIELD, MASS.
WASHINGTON
WORCESTER

IN CANADA
MONTREAL, QUE.
TORONTO, ONT.
NIAGARA FALLS, ONT.
HAMILTON, ONT.
WINDSOR, ONT.

SHERATON
The Proudest Name in HOTELS

COLOR BROCHURES OF ANY HOTEL LISTED

Available Without Charge

See page 153 for complete details

Another Service of SALES MEETINGS in the interest of better meetings

FACTS about GRAND RAPIDS, MICHIGAN

AMERICA'S FURNITURE CAPITAL

Home of the country's quality furniture . . . 649 major industrial plants in metropolitan area. Grand Rapids maintains superior Convention Bureau offices in Civic Auditorium. Conventions, sales conferences, trade shows of any type properly serviced by convention "know how" personnel.

- **Four railroads—three airlines**
- **Network of super highways**
- **Gateway to Western Michigan's vacation land**

- **1,400 first class hotel rooms**
- **Extensive parking facilities**
- **250 lakes and streams within an hour's drive of city**

MORTON HOTEL

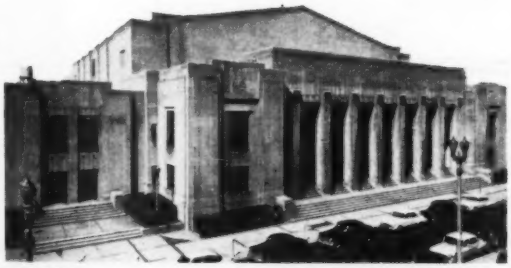
Noel K. Black, Mgr.

400 Guest Rooms — 7 Meeting Rooms seating 10 to 200. Two blocks from Civic Auditorium. Garage and parking.

PANTLIND HOTEL

750 Guest Rooms — 14 Air-Conditioned Meeting Rooms seating 15 to 600 persons. Parking facilities for 500 cars within two blocks. Civic Auditorium across street. Contact L. E. Ames, Director, Sales and Advertising, for information.

AN UNDERGROUND CONCOURSE from Pantlind Hotel, located across the street, leads directly to the exhibit area and main foyer of the Auditorium. This has proved an ideal feature in case of inclement weather. The concourse is heated and lighted for the convenience of convention guests, invaluable for commuting back and forth.



CIVIC AUDITORIUM

44,000 sq. ft. of Exhibit Space on one floor. Truck entrance ramp to exhibit space. Concrete floor—load unlimited. Completely air-conditioned building with 10 meeting rooms seating 60 to 5,000. Direct tunnel to Pantlind Hotel lobby. Banquet facilities for 2,000. Contact Fred Barr, Manager.

GRAND RAPIDS

Long recognized as the convention cross roads of America. Diversified entertainment with beaches of Lake Michigan 22 miles westward. Eleven hotels and conveniences. Completely equipped airport—4,000 ft. runways—15 minutes from downtown area.

GRAND RAPIDS

For years among nation's top 10 in business increases and stability. 1952 per capita income $1,517. Eleven golf courses. Only furniture museum in U. S. Number-two city in U. S. of population ratio in air transportation.

ROWE HOTEL

Paul M. Morris, Mgr.

300 Guest Rooms—7 Air-Conditioned Meeting Rooms seating 15 to 600 persons. Guest-room radios and television, Supper Room, garage and parking facilities. Two blocks from Civic Auditorium.

Write, Wire or Phone for Details: Mr. Edward J. Brunette, Manager

GRAND RAPIDS CONVENTION BUREAU

Convention Season: All year
Largest Group Accommodated: 1,000 (550 rooms and 35 suites available)
Convention Rates: Single: $4.50 to $9; Double: $5.50 to $16; Suites: $17 to $39
No. Mtg. Rms. & Capacity of Largest: 14 (600)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Rates for Meals: Breakfast: $1.50; Lunch: $2.25; Dinner: $3.50—group prices
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None for conventions
Net Exhibit Space: 6,000 sq. ft. on one floor. Ballroom—2,440 sq. ft.
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 for 24 hours
Sports Facilities: Golf, Tennis, Swimming, Boating

Hotel Rowe

See Advertisements, Page 81

Michigan St. & Monroe (Phone: 9-0101)
Manager: Paul R. F. Morris
Catering Manager: John B. Boyle
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms and 5 suites available)
Convention Rates: Single: $3.75 to $9; Double: $6.50 to $13.50; Suites: $13.75 to $30
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 7 (400)
Rates for Meals: Breakfast: from 40c; Lunch: from 95c; Dinner: from $1.45
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $5 to $60
Net Exhibit Space: 8,000 sq. ft.
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: 7c to $1 overnight, $6 a week
Sports Facilities: Golf, Swimming, Fishing

JACKSON

Railroads: N.Y.C.; G.T.
Airlines: AAL

Hotel Hayes

228 W. Michigan (Phone: 2-0551)
Manager: Gene Bronson
Convention Season: All year
Largest Group Accommodated: 400 (160 rooms and suites available)
Convention Rates: Single: $5 to $6.50; Double: $8 to $9.50; Suites: $12 to $15
No. Mtg. Rms. & Capacity of Largest: 8 (450)
No. Banquet Rms. & Capacity of Largest: 8 (312)
Rates for Meals: Breakfast: 35c to $1.25; Lunch: 90c to $1.40; Dinner: $1.75 to $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $10 to $75
Other Equipment Available: PA system, spotlights
Parking: $1.25 overnight

KALAMAZOO

Railroads: N.Y.C.; Penna.; C.K. & S.; Gd. Tk.
Airlines: AAL

Burdick Hotel

124 W. Michigan Ave. (Phone: 4-0121)
Manager: Edward T. Doty
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms and 5 suites available)
Convention Rates: Single: $3; Double: $5; Suites: $15 to $20
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 2 (350)
Rates for Meals: Breakfast: 50c to $1.25; Lunch: 90c to $1.25; Dinner: $1.50 to $3
Liquor: Not served in hotel
Air Conditioning: 30 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,500 sq. ft. on one floor
Other Equipment Available: PA system
Parking: 75c per night

MACKINAC ISLAND

Railroads: Penna.; N.Y.C.; **Steamers:** Geo. Bay Line; C. & B. Line; D. & C. Line; Ferries from Mackinaw City & St. Ignace

Grand Hotel (HSMA)

(Phone: 2411)
Resident Manager: W. S. Woodfill
Sales Manager: N. C. Bicking
Convention Season: June 1 to Sept. 25
Largest Group Accommodated: 600 (300 rooms and 20 suites available)
Convention Rates: $12.50 to $17.50 per day American Plan
No. Mtg. Rms. & Capacity of Largest: 12 (1,200)
No. Banquet Rms. & Capacity of Largest: 3 (1,250)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 16mm sound projector, Easel, Blackboards, Lecterns
Other Equipment Available: PA system, spotlights, stage
Parking: 50c to $1 per day
Sports Facilities: Golf, Tennis, Swimming pool, Badminton, Cycling, Horseback riding

MUSKEGON

Railroads: C. & O.; G.T.; M.R. & N.; Penna.
Airlines: CAP

Occidental Hotel

3rd & Western (Phone: 2-2611)
Manager: E. R. Swett, Jr.
Convention Season: All year
Largest Group Accommodated: 500 (330 rooms and 6 suites available)
Convention Rates: Single: $4; Double: $16; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 6 (500)
Rates for Meals: Breakfast: 75c; Lunch: $1.75; Dinner: $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $6 to $50
Net Exhibit Space: 3,800 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1
Sports Facilities: Swimming, Golf

SAGINAW

Railroads: Gd. Tk.; C. & O.; N.Y.C.
Airlines: CAP

Hotel Bancroft (HSMA)

Genesee & Washington Aves. (Phone: 49111)
Manager: J. James Ruttman
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms available)
Convention Rates: Single: from $4.50; Double: from $8.50; Suites: $12.50
No. Mtg. Rms. & Capacity of Largest: 10 (100)
No. Banquet Rms. & Capacity of Largest: 8 (325)
Rates for Meals: Breakfast: 50c to $1.25; Lunch: 95c to $1.20; Dinner: $2.25 to $3.40
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights, portable stage
Parking: 25c first 2 hours, 50c all day, $1 for 24 hours

OHIO

AKRON

Railroads: Penn.; B. & O.; Erie; A.C. & Y.; A. & B.B.
Airlines: AAL, EAL, UAL, CAP

Mayflower Hotel (HSMA)

259 S. Main St. (Phone: Jefferson 1871)
Manager: George Thomas Culler
Sales Manager: Genny Donahue
Convention Season: All year
Largest Group Accommodated: 700 (300 rooms and 12 suites available)
Convention Rates: Single: $5 to $8.50; Double: $8 to $11; Twins: $10.50 to $14; Suites: from $20 to $32
No. Mtg. Rms. & Capacity of Largest: 8 (750)
No. Banquet Rms. & Capacity of Largest: 2 (600)
Rates for Meals: Breakfast: from 75c; Lunch: $1.75 to $3; Dinner: $3 to $6
Liquor: Served in hotel
Air Conditioning: Meeting rooms, 50 bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 1,344 sq. ft. on one floor
Visual Aids Available: Blackboards, screens
Other Equipment Available: PA system, lecterns, spotlights, stage
Parking: $1.50 overnight

CINCINNATI

Railroads: B. & O.; C. & O.; C.N.O. & T.P.; N.Y.C.; Erie; L. & N.; N. & W.; Penn.
Airlines: AAL, TWA, DEL-C&S, AAA

AUDITORIUM

Cincinnati Music Hall

1243 Elm St. (CHerry 3086)
Manager: Chas. W. Bauer, Jr.
Exhibit Areas: South Hall, 22,500 sq. ft.; North Hall, 22,500 sq. ft.; Ballroom, 22,500 sq. ft.; Foyer, 6,000 sq. ft. (buildings separate but interconnected)
Services Included in Rental: Heat, general lighting, water, cleaning
Floor Load: South and North Halls, unlimited; other areas, 150 lbs. per sq. ft. or more
Ventilation: Forced air, power exhaust, gravity
Ceiling Heights: South Hall, 19 ft.; North Hall, 40 ft.; Foyer, 40 ft.
P. A. System: Available
Dimensions: Opening to Exhibit Hall: Accommodates largest trailers
Elevators and Capacities: One to Ballroom, 6,000 lbs.
Columns: South Hall only, 21 by 17 ins., two rows, 21 ft. longitudinal, 30 ft. lateral

EAST NORTH CENTRAL
Ohio, Cincinnati (cont.)

Utilities: 110, 220 AC and DC 4-wire, 1 and 3 phase; gas water, steam, sewerage
Loading Facilities: Drive in at street level
Storage Facilities: Ample
Meeting Rooms and Capacities: North Hall (if not used for exhibits), 5,800; Auditorium, 3,500; Ballroom, 2,000; 12 small rooms, 300 total
Facilities for Food Functions: Banquets up to 1,900; bars and restaurants any size
Parking Facilities: 500-car municipal lot across street, plus private lots
Distance from Business District: Seven blocks

Hotel Alms (HSMA)
Victory Parkway & McMillan
(Phone: Woodburn 7600)

Manager: Henry L. Dienna
Sales Manager: Dorothy Herbold
Convention Season: All year
Largest Group Accommodated: 300 (75 rooms and 25 suites available)
Convention Rates: Single: $7; Double: $10; Suites: $14 to $18
No. Mtg. Rms. & Capacity of Largest: 14 (800)
No. Banquet Rms. & Capacity of Largest: 14 (600)
Rates for Meals: Breakfast: from 60c; Lunch: from $1; Dinner: from $2
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $6 to $150
Net Exhibit Space: 20,201 sq. ft.
Visual Aids Available: 16mm projector, screens, blackboards, easels
Other Equipment Available: PA systems, podiums, microphones, spotlights, stage
Parking: $1.50 per night

Netherland Plaza (HSMA)
See Advertisement, Page 81
Fifth & Race Sts. (Phone: Main 3800)

Manager: John G. Horsman
Sales Manager: Mary M. Hesse
Convention Season: All year
Largest Group Accommodated: 1,200 (500 rooms and 35 suites available)
Convention Rates: Single: from $4.50; Double: from $9; Suites: from $22
No. Mtg. Rms. & Capacity of Largest: 20 (1,200)
No. Banquet Rms. & Capacity of Largest: 20 (1,000)
Rates for Meals: Breakfast: from $2; Lunch: from $2.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: All public space, 60% of bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 22,000 sq. ft.
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: Garage—$1.75

Sheraton-Gibson Hotel (HSMA)
See Advertisement, Page 82
421 Walnut St. (Phone: MA-6600)
Manager: Mark Schmidt
Sales Manager: Ann Kroger
Convention Season: All year
Largest Group Accommodated: 1,200 (600 rooms and 25 suites available)
Convention Rates: Single: from $5.35; Double: from $8.35; Suites: from $20.35
No. Mtg. Rms. & Capacity of Largest: 24 (1,700)
No. Banquet Rms. & Capacity of Largest: 24 (1,000)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2.25; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, 90% of bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 20,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 overnight, plus 25c pick-up & delivery charge

Hotel Sinton (HSMA)
4th & Vine Sts. (Phone: DUnbar 1200)
Manager: John Scheibly
Sales Manager: Arthur A. Denterlein
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms & 18 suites available)
Convention Rates: Single: from $4; Double: from $7; Suites: from $15.85
No. Mtg. Rms. & Capacity of Largest: 8 (800)
No. Banquet Rms. & Capacity of Largest: 8 (500)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2.25; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 9,881 sq. ft.
Visual Aids Available: Screens, blackboard, easels
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 overnight, plus 25c each way for pick-up and delivery

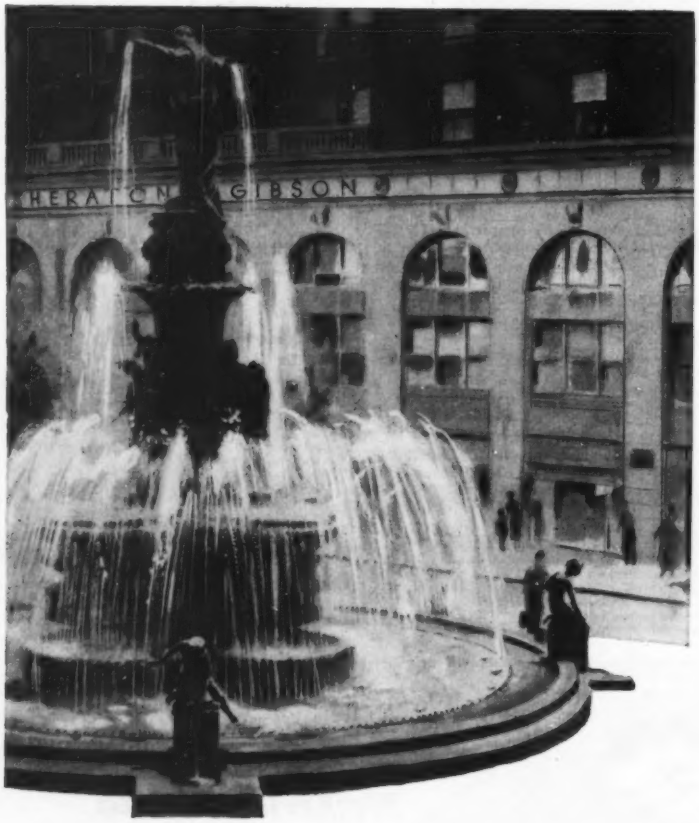
Terrace Plaza Hotel (HSMA)
See Advertisement, Page 81
15 W. Sixth St. (Phone: Dunbar 4000)
Manager: R. C. Kroger
Sales Manager: Mary M. Hesse
Convention Season: All year
Largest Group Accommodated: 100 (100 rooms, including 20 suites available)
Convention Rates: Single: $9.50 and $15; Double: $13.50 and $19; Suites: from $27
No. Mtg. Rms. & Capacity of Largest: 22 (100)
No. Banquet Rms. & Capacity of Largest: 22 (80)
Rates for Meals: Breakfast: $1.75; Lunch: from $2.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA System, spotlights, stage
Parking: $1.25 for 24 hours
Sports Facilities: Ice skating

CLEVELAND

Railroads: B. & O.; Erie; N.Y.C.; Penna.; W. & L.E.; C.V.; N. & S.S.; N.Y.C. & St. L.; R.T.
Airlines: AAL, EAL, UAL, CAP, TCA, TWA, NWA, NAL

AUDITORIUMS

Cleveland Municipal Auditorium
Lakeside at East 6th St. (MAin 1-8300)
Manager: Paul Hurd
Exhibit Areas: 250,000 sq. ft.



IN CINCINNATI IT'S THE
SHERATON-GIBSON

Cincinnati's largest and most popular hotel, the Sheraton-Gibson is host to those who appreciate friendly service and superb accommodations. Roof Garden accommodates 1700 for meetings, 1000 for banquets. Other function rooms accommodate 10 to 1220 people.

Experienced Convention Staff
Mark Schmidt, General Manager

SHERATON HOTELS
BALTIMORE
BOSTON
BROOKLINE, MASS.
BUFFALO
CHICAGO
CINCINNATI
DETROIT
NEW YORK
PITTSBURGH
PITTSFIELD, MASS.
PROVIDENCE
ROCHESTER
ST. LOUIS
SPRINGFIELD, MASS.
WASHINGTON
WORCESTER

IN CANADA
MONTREAL, QUE.
TORONTO, ONT.
NIAGARA FALLS, ONT.
HAMILTON, ONT.
WINDSOR, ONT.

SHERATON
The Proudest Name in HOTELS

THE HEART

THE STADIUM

THE AUDITORIUM

...OF THE BEST CONVENTION LOCATION IN THE NATION

Convenient location, close to rail and air travel facilities, Public Auditorium, Stadium, business, entertainment, and shopping area is one reason for The Hollenden's popularity with convention delegates.

CLEVELAND'S MOST INTERESTING HOTEL

Long noted for its warmth of hospitality and friendly service, The Hollenden has always attracted interesting people. To meet their demands, a continuous improvement program is maintained. 1000 guest rooms are newly decorated. 7 restaurants and bars provide exciting atmosphere, good food and entertainment.

CONVENTION HEADQUARTERS

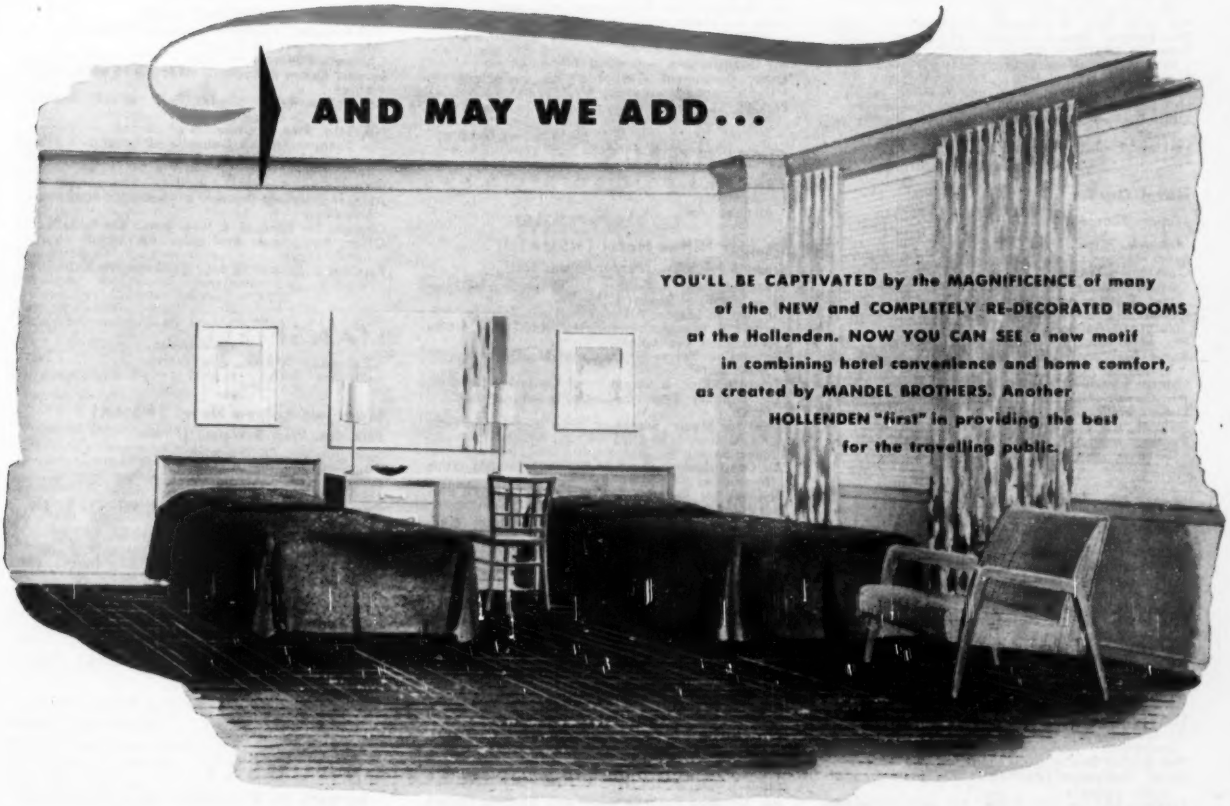
The Hollenden has one of the finest plans in the country for conventions, exhibits, meetings, banquets, etc. A selection of newly decorated rooms equipped with all facilities for successful private gatherings.

HOTEL-OPERATED AAA GARAGE ATTACHED

Hotel Hollenden

ROBERT P. JOYCE
General Manager

JOHN F. NOLAN
Sales Manager



Rental Fees and Services: $.20 per sq. ft.; all house services
Floor Load: Unlimited
Ventilation: Forced and air conditioning
Ceiling Height: 24 ft. under trusses
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 14½ by 19 ft.
Elevator Capacities: 6,000 lbs.
Columns: In South Hall only
Utilities: AC and DC current; compressed air, hot water, gas
Loading Facilities: Truck ramps leading into building
Storage Areas: Ample
Meeting Rooms and Capacities: Seven rooms with capacities from 150 to 3,000
Facilities for Food Functions: Can handle banquet for 2,500
Parking Facilities: 7,000 cars
Distance from Business District: Eight-iminute walk

Cleveland Arena

3700 Euclid Ave. (EN 1-3700)

Manager: James C. Hendy
Exhibit Areas: 20,000 sq. ft.
Rental Fees and Services: Rental depends on event and includes light and heat
Ceiling Height: 70 ft. **P. A. System:** Available
Utilities: Every type
Meeting Rooms and Capacities: One, seats 120
Facilities for Food Functions and Banquet Capacity: Can handle banquet of 120
Parking Facilities: Available
Distance from Business District: 1.8 miles

The Allerton

(Phone: Tower 1-2345)

Manager: James L. Barber
Sales Manager: Roger C. Lais
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms and 7 suites available)
Convention Rates: Single: from $5; Double: from $8; Suites: $13 to $20
No. Mtg. Rms. & Capacity of Largest: 7 (1,000)
No. Banquet Rms. & Capacity of Largest: 7 (700)
Rates for Meals: Breakfast: from 55c; Lunch: from 85c; Dinner: from $1.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 7,157 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

Hotel Carter

(Phone: PRospect 1-7200)

Manager: Allen James Lowe
Sales Manager: Ken Hawthorne
Convention Season: All year
Largest Group Accomodated: 400 (350 rooms and 15 suites avialable)
Convention Rates: Single: $6 to $8.25; Double: $9 to $12.50; Suites: $22 to $32
No. Mtg. Rms. & Capacity of Largest: 20 (1,500)
Rates for Meals: Breakfast: $1.25; Lunch: $1.50; Dinner: $2
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Other Equipment Available: PA system, spotlights, stage
Parking: Inside—$2.25 for 24 hours, outside—$2 for 24 hours

Hotel Cleveland (HSMA)

Public Square Phone: Tower 1-8000

Manager: L. E. Pierce
Sales Manager: Elmore C. Bacon, Jr.
Convention Season: All year
Largest Group Accommodated: 1,200 (600 rooms and 25 suites available)
Convention Rates: Single: from $5; Double: from $8.50; Suites: from $24
No. Mtg. Rms. & Capacity of Largest: 24 (1,000)
No. Banquet Rms. & Capacity of Largest: 24 (600)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, some bedrooms
Net Exhibit Space: 6,000 sq. ft. on one floor
Other Equipment Available: PA System, spotlights, stage
Parking: 50c for first 2 hrs., 10c each additional hour

Hotel Hollenden (HSMA)

See Advertisement, Page 83

610 Superior Ave. (Phone: Main 1-4700)

Manager: Robert P. Joyce
Sales Manager: John F. Nolan
Convention Season: All year
Largest Group Accommodated: 1,000 (625 rooms and 53 suites available)
Convention Rates: Dormitory: $2.75; Single: from $4.50; Double: from $7; Suites: from $18. Special rates to groups during July and August.
No. Mtg. Rms. & Capacity of Largest: 14 (1,000)
No. Banquet Rms. & Capacity of Largest: 14 (750)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.75; Dinner: from $2.75
Liquor: Served in hotel
Air Conditioning: Some rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 8,000 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA System, spotlights, stage
Parking: $2 for 24 hours

Hotel Statler (HSMA)

See Advertisement, Page 9

Euclid at E. 12th (Phone: Pr 1-6800)

Manager: R. J. McSoley
Sales Manager: James D. Stroup
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms and 15 suites available)
No. Mtg. Rms. & Capacity of Largest: 21 (1,200)
No. Banquet Rms. & Capacity of Largest: 21 (1,300)
Rates for Meals: Breakfast: $1.25; Lunch; $1.50; Dinner: $2.20
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms and 79 bedrooms.
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 14,209 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.75 for 24 hours

Wade Park Manor

E. 107th & Park Lane (Phone: Cedar 1-3300)

Manager: Owen C. Obetz
Convention Season: All year
Largest Group Accommodated: 350 (225 rooms and suites available)
Convention Rates: Single: $6 to $10; Double: $9.50 to $13; Suites: from $17
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Rates for Meals: Breakfast: from 75c; Lunch: from $1.35; Dinner: from $1.85
Liquor: Served in hotel
Air Conditioning: 3 meeting rooms
Other Equipment Available: PA System, spotlights, stage
Parking: $1.50 overnight

COLUMBUS

Railroads: B. & O.; C. & O.; N.Y.C.; N. & W.; Penna.
Airlines: AAL, TWA

Deshler Hilton Hotel (HSMA)

Broad & High Sts. (Phone: Adams 1221)

Manager: Truett I. Gore
Sales Manager: Robert L. Pfeiffer
Convention Season: All year
Largest Group Accommodated: 1,600 (850 rooms & 60 suites available)
Convention Rates: Single: from $6; Double: from $8.50; Suites: from $14
No. Mtg. Rms. & Capacity of Largest: 23 (1,200)
No. Banquet Rms. & Capacity of Largest: 23 (1,000)
Rates for Meals: Breakfast: from 65c; Lunch: from 90c; Dinner: from $1.75
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 15,000 sq. ft.
Other Equipment Available: PA system, spotlights, portable stage
Parking: Garage $1.50 per night

Hotel Fort Hayes

31 W. Spring St. (Phone: AD. 8211)

Managing Director: R. I. Griffith
Sales Manager: Ruth Griffin
Convention Season: All year when space is available
Largest Group Accommodated: 600 (300 rooms and 8 suites available)
Convention Rates: Single: $5.50; Double: $8.50; Suites: $15 to $65
No. Mtg. Rms. & Capacity of Largest: 8 (200)
No. Banquet Rms. & Capacity of Largest: 8 (200)
Rates for Meals: Breakfast: 55c; Lunch: $1.50; Dinner: $2.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 85 bedrooms
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

DAYTON

Railroads: N.Y.C.; Erie; B. & O.; Penn.
Airlines: AAL, TWA

Dayton Biltmore Hotel (HSMA)

First & Main Sts. (Phone: Adams 2161)

Manager: Fletcher Brumit
Sales Manager: Henry D. Whitcomb
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms and 15 suites available)
Convention Rates: Single: from $6; Double: from $9· Suites: $39.50
No. Mtg. Rms. & Capacity of Largest: 15 (1,200)
No. Banquet Rms. & Capacity of Largest: 2 (1,000)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.75; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Yes
Charges for Banquet & Mtg. Rms.: $150 and $75
Net Exhibit Space: 6,000 sq. ft. on one floor
Visual Aids Available: Screens, blackboards, easels
Other Equipment Available: PA system, spotlights, stage
Parking: $1.35 per day

Hotel Miami (HSMA)

2nd & Ludlow Sts. (Phone: Adams 7131)

Manager: Frank E. Myers
Sales Manager: R. A. Lowes
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms and 25 suites available)
Convention Rates: Single: from $5.75; Double: from $8.25; Suites: from $18.50
No. Mtg. Rms. & Capacity of Largest: 9 (700)
No. Banquet Rms. & Capacity of Largest: 9 (600)
Rates for Meals: Breakfast: 75c; Lunch: $1.45; Dinner: $2.75
Liquor: Served in hotel
Air Conditioning: Banquet & Meeting Rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: $15 to $150
Net Exhibit Space: 4,437 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage

Van Cleve Hotel (HSMA)

1st & Ludlow Sts. (Phone: FU-6131)

Vice President & General Manager: Claude Cannon
Sales Manager: Jos. Loomis
Convention Season: All year
Largest Group Accommodated: 150 (6 suites available)
Convention Rates: Single: $5.75 to $14; Double: $8 to $15; Suites: $20 to $41
No. Mtg. Rms. & Capacity of Largest: 6 (250)
No. Banquet Rms. & Capacity of Largest: 6 (250)
Rates for Meals: Breakfast: from 85c; Lunch: from $1.15; Dinner: from $2.15
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms. Some bedrooms
Charges for Banquet & Mtg. Rms.: $15 to $125
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per 12 hrs.; $1.50 per 24 hrs.

MANSFIELD

Railroads: B. & O.; Erie; Penna.
Airlines: TWA

Mansfield-Leland Hotel (HSMA)

Park Ave. West & Walnut (Phone: 7-2516)

Manager: Jos. G. Wright
Convention Season: All year
Largest Group Accommodated: 350 (250 rooms & 25 suites available)
Convention Rates: Single: $6; Double: $8 to $10; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 11 (300)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Rates for Meals: Breakfast: $1.50; Lunch: $2; Dinner: $3.50
Liquor: Served in hotel
Air Conditioning: Yes
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,200 sq. ft.
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 overnight
Sports Facilities: Golf, Bathing, Fishing, Boating

SANDUSKY

Railroads: B. & O.; N.Y.C. & St. L.; N.Y.C.; Penna.

Hotel Breakers

Cedar Point-On-Lake Erie (Phone: Sandusky 6760)
Manager: Sam W. Gerstner
Convention Season: June 15th to Labor Day
Largest Group Accommodated: 1,000 (600 rooms available)
Convention Rates: Double: $8 to $14
No. Mtg. Rms. & Capacity of Largest: 10 (1,200)
No. Banquet Rms. & Capacity of Largest: 2 (1,000)
Rates for Meals: Breakfast: from 85c; Lunch: from $1; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: None
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,200 sq. ft. on one floor
Other Equipment Available: Tables, Easels, PA system, Spotlights, Stage
Parking: 50c per 24 hrs; also free facilities
Sports Facilities: Bathing, Tennis, Badminton, Horseshoe courts

SPRINGFIELD

Railroads: N.Y.C.; Erie; Penna.; D.T. & Ir.

Hotel Shawnee (HSMA)

102 E. Main St. (Phone: 3-9771)
Manager: George Beall
Sales Manager: Wm. Wieland
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 6 suites available)
Convention Rates: Single: from $4.75; Double: from $6.75; Suites: $12.50
No. Mtg. Rms. & Capacity of Largest: 6 (300)
No. Banquet Rms. & Capacity of Largest: 6 (250)
Rates for Meals: Breakfast: $1.50; Lunch: from $1.75; Dinner: from $2.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: from $7.50
Net Exhibit Space: 450 sq. ft.
Other Equipment Available: PA system, spotlights, portable stage
Parking: $1 overnight

TOLEDO

Railroads: Ann Ar.; C. & O.; D. & T.S.L.; L.S. El.; Penna.; Wab.; W. & L.E.; B. & O.; D.T. & I.; N.Y.C.; N.Y.C. & St. L.; T.T.; T. & E.
Airlines: UAL, CAP, DEL-C&S, TWA

AUDITORIUM

Sports Arena

1 Main St. (TA 2403)
Manager: Andrew Mulligan
Exhibit Areas: Handle 125 booths, 10 ft. by 10 ft. each
Rental Fees and Services: On application
Floor Load: Unlimited
Ceiling Height: 45 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 14 ft. by 20 ft.
Columns: None
Loading Facilities: Trucks can drive in
Storage Areas: In concourse
Meeting Rooms: None
Facilities for Food Functions and Banquet Capacity: Caterer can serve 2,000
Parking Facilities: 1,500 cars
Distance from Business District: Half mile

Commodore Perry Hotel

Superior & Jefferson Sts.
(Phone: Garfield 2841)
Manager: John D. Sabrey
Convention Season: All year
Largest Group Accommodated: 600 (500 rooms & 16 suites available)
Convention Rates: Single: $4.50 to $10; Double: $7 to $15.50; Suites: $15.50 to $30
No. Mtg. Rms. & Capacity of Largest: 9 (600)
No. Banquet Rms. & Capacity of Largest: 2 (600)
Rates for Meals: Breakfast: 45c to $1.40; Lunch: 95c to $1.40; Dinner: $2 to $3.50
Liquor: Served in hotel
Air Conditioning: Yes
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,180 sq. ft.
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: 40c 1st hour, $1.50 per 24 hrs.

Hotel Fort Meigs

222 St. Clair (Phone: Main 5101)
Manager: L. M. Mueller
Convention Season: All year
Largest Group Accommodated: 100 (75 rooms and 2 suites available)
Convention Rates: Single: $3.75; Double: $5.25; Suites: $12.50 to $21.50
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 2 (50)
Rates for Meals: Breakfast: from 35c; Lunch: from 75c; Dinner: from $1
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $15 per day
Parking: $1.25 per night

The Secor Hotel (HSMA)

Jefferson Ave. at Superior St.
(Phone: Garfield 5501)
Manager: Raymond J. Mougey
Catering Mgr.: John R. Rees
Convention Season: All year
Largest Group Accommodated: 800 (300 rooms & 7 suites available)
Convention Rates: Single: from $5; Double: from $9; Suites: from $17
No. Mtg. Rms. & Capacity of Largest: 7 (800)
No. Banquet Rms. & Capacity of Largest: 7 (650)
Rates for Meals: Breakfast: from $1.80; Lunch: from $2.50; Dinner: from $3.75
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms. Some bedrooms
Charges for Banquet & Mtg. Rms.: $5 to $100
Net Exhibit Space: 8,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: Lot & Garage. Free overnight for guests. Daytime—80c for 8 hrs.
Sports Facilities: Golf, Tennis, Boating

YOUNGSTOWN

Railroads: B. & O.; Erie; L.E. & E.; N.Y.C.; Penna.; P. & L.E.; Y. & N.; Y. & S.
Airlines: UAL, CAP

Hotel Pick-Ohio

Hazel & Boardman Sts. (Phone: Riverside 4-1131)
Manager: Del Courtney
Sales Manager: John L. Milburn
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms and 8 suites available)
Convention Rates: Single: from $5.50; Double: from $8; Suites: from $19
No. Mtg. Rms. & Capacity of Largest: 10 (600)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Rates for Meals: Breakfast: from 75c; Lunch: from $1.50; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet & meeting rooms. Some bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 9,000 sq. ft. on one floor
Visual Aids Available: Projectors, Screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 overnight
Sports Facilities: Golf, Boating, Fishing, Tennis

WISCONSIN

GENOA CITY

Railroads: C. & N.W.

Nippersink Manor Resort (HSMA)

See Advertisement, Page 85

(Phone: Genoa City 4481)
Manager: Bob Stein
Sales Manager: Sam Lippert
Convention Season: June to Sept.
Largest Group Accommodated: 300 (120 rooms and 1 suite available)
Convention Rates: Single: $20; Double: $28 to $36. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Rates for Meals: Breakfast: $1 to $1.50; Lunch: $2.50 to $3.50; Dinner: $5 to $7
Liquor: Served in hotel
Air Conditioning: Dining room
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Projector, screen, blackboard
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Fishing, Swimming, Baseball, Tennis, Horseback riding, Golf

GREEN BAY

Railroads: C.M. St. P. & P.; G.B. & W.; C. & N.W.

Hotel Northland

Pine & Adams (Phone: Hemlock 24811)
Manager: H. C. Huebner
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 2 suites available)
Convention Rates: Single: $5 to $8.50; Double: $7.50 to $12.50; Suites: $15 to $25
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.75; Dinner: from $2.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $10 to $75
Net Exhibit Space: 2,400 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: 50c to 75c overnight

MADISON

Railroads: C.M. St. P. & P.; C. & N.W.; Ill. Cent.
Airlines: NWA

Hotel Loraine

123 W. Washington Ave. (Phone: 6-0231)
Manager: L. G. Fitzgerald
Convention Season: All year
Largest Group Accommodated: 500 (400 rooms and 10 suites available)
Convention Rates: Single: $4.25 to $6.50; Double: $7 to $11; Suites: $21
No. Mtg. Rms. & Capacity of Largest: 4 (650)
No. Banquet Rms. & Capacity of Largest: 4 (650)
Rates for Meals: Breakfast: from 80c; Lunch: from $1; Dinner: from $1.85
Liquor: Served in hotel
Air Conditioning: Some bedrooms
Charges for Banquet & Mtg. Rms.: None if headquarters in hotel
Other Equipment Available: PA system, spotlights, movable platforms
Parking: $1 average
Sports Facilities: Fishing, Swimming, Golf, Boating

Park Hotel

22 S. Carroll St. (Phone: 5-6711)
Manager: Robert S. McKee
Convention Season: All year
Largest Group Accommodated: 300 (140 rooms and 8 suites available)

Follow the lead of these distinguished groups. They choose only the best—and they chose (and enjoyed) Nippersink Manor for their business meetings.

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Philco Distributors, Inc.
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Ekco Products
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Sanitary Institute of America

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A luxury resort hotel with perfect facilities *plus* no "big city" distractions.

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Shinderman Management
675 N. Michigan Ave., Chicago 11, Ill.
MOhawk 4-6750

Sam Lippert
Convention Mgr.

EAST NORTH CENTRAL
Wis., Madison (cont.)

Convention Rates: Single: $3 to $6; Double: $4.50 to $11; Suites: $20 to $50
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (280)
Rates for Meals: Breakfast: 80c to $1.75; Lunch: 80c to $2; Dinner: $1.60 to $4.50
Liquor: Served in hotel
Air Conditioning: 2 banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 1,500 sq. ft. on one floor
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1 overnight

MILWAUKEE

Railroads: C.M. St. P. & P.; C. & N.W.; C.N.S. & M.; G.T.; Soo; C. & O.; Milw. El.; Penna.
Airlines: NWA, AAL, BNF, CAP, UAL

AUDITORIUM

Milwaukee Auditorium & Arena
500 W. Kilbourn Ave. (MArquette 8-3423)
Manager: Elmer A. Krahn
Exhibit Areas: Mechanics Hall, Exhibit Hall, Arena, 90,000 sq. ft.; Bruce Hall, 25,000 sq. ft.; others, 15,000 sq. ft.
Rental Fees and Services: Rates vary with halls used; services include heat and light
Floor Load: Unlimited **Ventilation:** Washed air
Dimensions, Opening to Exhibit Hall: 10 ft. by 13 ft.
Columns: 12 ft. centers in Exhibition Hall
Utilities: All utilities available
Loading Facilities: Truck into building
Storage Areas: Surrounding exhibit area, 10,000 sq. ft.
Meeting Rooms and Capacities: 12 seat from 300 to 13,000
Facilities to Handle Food Functions: Can handle banquet up to 3,000
Parking Facilities: 1,600 cars
Distance from Business District: In business district

Hotel Astor
924 E. Juneau Ave. (Phone: Broadway 1-4220)
Manager: John L. Neiner
Convention Season: All year
Largest Group Accommodated: 350 (105 rooms and 10 suites available)
Convention Rates: Single: $5 to $6.50; Double: $8 to $10.50; Suites: $15 to $25
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Rates for Meals: Breakfast: from $1; Lunch: from $1.10; Dinner: from $2.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None if meals served
Net Exhibit Space: 3,159 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per night

Hotel Pfister (HSMA)
424 E. Wisconsin Ave. (Phone: Broadway 1-6380)
President: Ray Smith, Jr.
Manager: Larry H. Smith
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 6 suites available)
Convention Rates: Single: $4.75 to $7.50; Double: $7.25 to $12; Suites: $18.50 to $39
No. Mtg. Rms. & Capacity of Largest: 17 (1,500)
No. Banquet Rms. & Capacity of Largest: 10 (1,100)
Rates for Meals: Breakfast: from $2; Lunch: from $2.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: $5 to $250
Net Exhibit Space: 6,000 to 10,000 sq. ft.
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: 30c first hour; 10c each additional hour; $1 for 24 hours

Hotel Schroeder
509 W. Wiscon (Phone: Broadway 1-7250)
Manager: L. H. Limecooly
Sales Manager: Jack Lawrenz
Convention Season: All year
Largest Group Accommodated: 800 (400 rooms and 8 suites available)
Convention Rates: Single: $5 to $12; Double: $8.50 to $15; Suites: from $25
No. Mtg. Rms. & Capacity of Largest: 12 (800)
No. Banquet Rms. & Capacity of Largest: 3 (800)
Rates for Meals: Breakfast: $2; Lunch: $2.50; Dinner: $3 to $6
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

Hotel Wisconsin
720 N. 3rd St. (Phone: Broadway 1-4900)
Manager: Jack B. Goodwin
Sales Manager: Donald Griffin
Convention Season: All year
Largest Group Accommodated: 450 (250 rooms and 7 suites available)
Convention Rates: Single: $4.50; Double: from $6.75; Twins: from $10; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 10 (300)
No. Banquet Rms. & Capacity of Largest: 7 (300)
Rates for Meals: Breakfast: from 60c; Lunch: from 90c; Dinner: from $1.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms air cooled
Charges for Banquet & Mtg. Rms.: Variable
Visual Aids Available: Projector, screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 for 24 hours

PEWAUKEE

Railroads: C.M. St. P. & P.

Oakton Manor (HSMA)
(Phone: 5855)
Manager: S. Einstein
Sales Manager: Robert Dzurick
Convention Season: All year
Largest Group Accommodated: 175 (80 rooms available)
No. Mtg. Rms. & Capacity of Largest: 4 (350)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Liquor: Served in hotel
Visual Aids Available: Projector
Other Equipment Available: PA System, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming in indoor pool

THREE LAKES

Railroads: C. & N.W.

Northernaire
See Advertisement, Page 86
(Phone: Three Lakes 4811)
Manager: Carl O. Marty, Jr.
Convention Season: Sept. 15 to Jul. 1
Largest Group Accommodated: 100 (46 rooms and 4 villas available)
Convention Rates: Single: $25 to $30; Double: $40; Suites: $50. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 2 (125)
No. Banquet Rms. & Capacity of Largest: 1 (125)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,500 sq. ft. on one floor
Other Equipment Available: PA System, spotlights, stage
Parking: Free facilities
Sports Facilities: Indoor pool, Golf

EAST SOUTH CENTRAL
Ala., Ky., Miss., Tenn.

ALABAMA

BIRMINGHAM

Railroads: C. of Ga.; L. & N.; S.A.L.; So. Ry.; Frisco; Ill. Cent.; A.G.S.; A.C.L.; G.M. & O.; Bir. So.; Bir. Belt
Airlines: EAL, DEL-C&S, CAP, SOU

AUDITORIUM

Municipal Auditorium
1928 8th Ave. (Phone: 3-9921)
Manager: Fred McCallum
Exhibit Areas: 20,000 sq. ft.
Rental Fees: On Application
Floor Load: Unlimited
Ventilation: Blower
Ceiling Height: 50 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 10.5 ft. by 10.5 ft.
Columns: None
Utilities: AC 110-220 current, gas, water
Loading Facilities: Elevated doors and hand trucks; railroad 150 ft. behind building
Storage Areas: Ample
Meeting Rooms and Capacities: Two, 50 each; one, 3,000
Parking Facilities: 100-car lot, ample street parking
Distance from Business District: Three blocks

Bankhead Hotel
2300 5th Ave. (Phone: 3-3233)
Manager: George Fowlee
Convention Season: All year
Largest Group Accommodated: 100 (250 rooms and 4 suites available)
Convention Rates: Single: $4 to $7; Double: $6 to $10; Suites: $18
No. Mtg. Rms. & Capacity of Largest: 4 (100)
No. Banquet Rms. & Capacity of Largest: 2 (100)
Rates for Meals: Breakfast: from $.35; Lunch: from $.85; Dinner: from $1.50
Liquor: Served in hotel
Air Conditioning: 100 rooms, banquet and meeting rooms
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities for 100 cars. Adjoining garage $1

The Dinkler-Tutwiler Hotel
See Advertisement, Page 102
2005 5th Ave. N. (Phone: 7-8161)
Manager: Ira M. Patton
Sales Manager: Mrs. Elizabeth Mayes
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 10 suites available)
Convention Rates: Single: $5.50 to $8.50; Double: $7 to $10.50; Suites: $25
No. Mtg. Rms. & Capacity of Largest: 8 (1800)
No. Banquet Rms. & Capacity of Largest: 8 (1300)
Rates for Meals: Breakfast: 55c to $1.50; Lunch: 55c to $2; Dinner: from $2.50

Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $5 to $450
Net Exhibit Space: 8,250 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Garage across street at $1.25 over-night

Thomas Jefferson Hotel

See Advertisement, Page 102

2nd Ave. & 17th St. (Phone: 7-7141)
Manager: Nat D. Hurdle
Sales Manager: Douglas W. Kizer
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 8 suites available)
Convention Rates: Single: $5 to $10; Double: $7 to $13; Suites: $18
No. Mtg. Rms. & Capacity of Largest: 5 (750)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Rates for Meals: Breakfast: $1.50; Lunch: $2; Dinner: $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 60% of bedrooms
Charges for Exhibit & Mtg. Rms.: $10 to $100
Other Equipment Available: PA system, stage
Parking: Garage—$1; lots—85c

Molton Hotel (HSMA)

507 N. 20th St. (Phone: 3-7243)
Manager: Jack L. Smith
Convention Season: All year
Largest Group Accommodated: 75 (75 rooms and 1 suite available)
Convention Rates: Single: $4.50 to $5; Double: $7 to $8; Suites: $12
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 2 (100)
Rates for Meals: Breakfast: 60c to 85c; Lunch: 90c to $1.25; Dinner: $1.35 to $3.25
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, 27 bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 725 sq. ft. on one floor
Other Equipment Available: Stage
Parking: $1 per night

MOBILE

Railroads: L. & N.; So. Ry.; G.M. & O.; A.T. & N.
Airlines: EAL, NAL, CAP, SOU

Admiral Semmes

See Advertisement, Page 115

251 Government St. (Phone: 3-2771)
Manager: Frank C. Drane
Sales Manager: C. S. Hill
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 4 suites available)
Convention Rates: Single: from $5; Double: from $7.50; Suites: from $17.50
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 5 (600)
Rates for Meals: Breakfast: from 45c; Lunch: from 65c; Dinner: from $1
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: 75c overnight in lot
Sports Facilites: Fishing and hunting in area

The Battle House (HSMA)

Royal at St. Francis Sts. (Phone: 2-0531)
Manager: Leon Waite, Jr.
Convention Season: Not February and March
Largest Group Accommodated: 300 (150 to 200 rooms and 7 suites available)
Convention Rates: Single: $5.50 to $10; Double: $7.50 to $15
No. Mtg. Rms. & Capacity of Largest: 6 (475)
No. Banquet Rms. & Capacity of Largest: 6 (450)
Rates for Meals: Breakfast: $1 to $2.50; Lunch: $2 to $4; Dinner: $2.50 to $6
Liquor: Served in hotel
Air Conditioning: Entire hotel air conditioned
Charges for Banquet & Mtg. Rms.: No charge if meal is served. $10 to $150 if no meal is served.
Other Equipment Available: PA system, spotlights, stage.
Parking: Space available
Sports Facilities: Golf, Fishing, Boating, Boat excursions

MONTGOMERY

Railroads: A.C.L.; C. of Ga.; L. & N.; G.M. & O.; S.A.L.; W. of A.
Airlines: EAL, DEL-C&S

Dinkler-Jefferson Davis Hotel (HSMA)

See Advertisement, Page 102

348 Montgomery St. (Phone: 2-5251)
Manager: James E. Rushin
Sales Manager: Miss Farishtine Perry
Convention Season: All year
Largest Group Accommodated: 150 (90 rooms and 2 suites available)
Convention Rates: Single: $4.50 to $7; Double: $5.50 to $8; Twin: $7 to $9; Suites: $18 to $20
No. Mtg. Rms. & Capacity of Largest: 6 (450)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: from $1; Lunch: from $1.50; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if food served, $10 to $50 for meeting
Net Exhibit Space: 8,000 sq. ft., including 5,720 sq. ft. on one floor
Visual Aids Available: Blackboards, portable screens
Other Equipment Aavilable: PA system, spotlights, stage
Parking: $1 per night
Sports Facilities: Tennis, Golf, Swimming, Horseback riding

The Whitley Hotel

Montgomery St. (Phone: 6461)
Manager: R. Floyd Goolsby
Sales Manager: Thomas A. Bell
Conventon Season: All year
Largest Group Accommodated: 500 (150 rooms and 5 suites available)
Convention Rates: Single: from $4; Double: from $7; Suites: from $16
No. Mtg. Rms. & Capacity of Largest: 7 (1200)
No. Banquet Rms. & Capacity of Largest: 7 (600)
Rates for Meals: Breakfast: from $1; Lunch: from $1.50; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Entire hotel air conditioned by central plant
Charges for Banquet & Mtg. Rms.: No charge if convention headquarters
Net Exhibit Space: 7000 sq. ft. on two floors
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Adjoining at $.75 for 24 hours

POINT CLEAR

Railroads: L. & N.; G.M. & O.
Airlines: EAL, NAL

Grand Hotel (HSMA)

See Advertisement, Page 87

(Phone: FAirhope 2021)
Manager: Harry A. Peters, Jr.
Sales Manager: James Corrigan
Convention Season: Meetings accepted from Labor Day to Feb. 1
Largest Group Accommodated: 80 (40 rooms and 27 suites available)
Convention Rates: Single or Double: $16; Suites: $22
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 2 (100)
Rates for Meals: Breakfast: from $.80; Lunch: from $1.75; Dinner: from $2.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: No charge
Parking: Free parking facilities
Sports Facilities: Golf, Tennis, Swimming, Riding, Bowling on Green, Fishing, Sailing

KENTUCKY

LEXINGTON

Railroads: C. & O.; L. & N.; C.N.O. & T.P.; So.
Airlines: DEL-C&S, EAL, PAI

Lafayette Hotel (HSMA)

200 E. Main St. (Phone: 2-2260)
Manager: Len Shouse, Jr.
Convention Season: All year
Largest Group Accommodated: 340 (200 rooms and 8 suites available)
Convention Rates: Single: $4.40 to $4.95; Double: $6.50 to $10; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 6 (340)
No. Banquet Rms. & Capacity of Largest: 1 (340)
Rates for Meals: Breakfast: from 75c; Lunch: from $1; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: Entire hotel
Visual Aids Available: Projector, screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1 overnight
Sports Facilities: Golf

Phoenix Hotel

120 E. Main St. (Phone: 22254)
Manager: J. J. Ruttenberg
Sales Manager: A. E. Hukle
Convention Season: All year, except during racing season
Largest Group Accommodated: 500 (342 rooms and 8 suites available)
Convention Rates: Single: $4.50 to $8; Double: $6 to $12; Suites: $15 to $40
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 6 (415)
Rates for Meals: Breakfast: from 85c; Lunch: from $1.25; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None if headquarters for convention
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

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- *Clubhouse for parties, banquets*
- *Year 'round golf*
- *Lodge and deep-sea cruisers*
- *Peace and quiet*

A 350-acre private estate with luxurious accommodations and a variety of outdoor activities at any season. Facilities available for group reservations during the following specified periods only:

—Labor Day to March 1st
—May 15th to June 30th

Maximum 80 persons (40 double rooms).

Harry A. Peters, Jr., Manager

GRAND HOTEL, Point Clear, Alabama

EAST SOUTH CENTRAL
Ky. (cont.)

LOUISVILLE

Railroads: B. & O.; C. & O.; N.Y.C.; Ill. Cent.; L. & N.; So.; Penna.; C.I. & L.; K. & I.T.
Airlines: AAL, EAL, TWA, PAI

Brown Hotel

4th & Broadway Sts. (Phone: JAckson 1311)
Manager: Harold E. Harter
Sales Manager: Fred C. Teich, Jr.
Convention Season: All year, except Kentucky Derby period
Largest Group Accommodated: 900 (400 rooms and 20 suites available during June, July, Aug. 300 rooms and 15 suites available rest of year.
Convention Rates: Single: $5 to $11; **Double:** $9.50 to $15; Suites: $14 to $25
No. Mtg. Rms. & Capacity of Largest: 10 (1,200)
No. Banquet Rms. & Capacity of Largest: 10 (800)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.75; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 215 bedrooms
Charges for Banquet & Mtg. Rms.: $15 to $150
Net Exhibit Space: 14,500 sq. ft. on two floors
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: 50c for 2 hours, $1.25 for 18 hours, $1.50 for 24 hours

The Kentucky Hotel

See Advertisement, Page 89

Fifth & Walnut (Phone: Wabash 1181)
Manager: D. J. Quin
Sales Manager: G. T. Stubblefield
Convention Session: All year, except Kentucky Derby period
Largest Group Accommodated: 1,000 (400 rooms and 16 suites available)
Convention Rates: Single: from $5; Double: from $9; Suites: from $16
No. Mtg. Rms. & Capacity of Largest: 9 (1,500)
No. Banquet Rms. & Capacity of Largest: 3 (1,000)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.75; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 60% of bedrooms
Charges for Banquet & Mtg. Rms.: None if food is served
Net Exhibit Space: 25,000 sq. ft., 20,000 of which are on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: 35c first hour, 5c each additional hour

Seelbach Hotel

Manager: R. J. Yocum
Sales Manager: Mrs. Edna Dillehay
Convention Season: All year
Largest Group Accommodated: 950 (475 rooms and 25 suites available)
Convention Rates: Single: $5; Double: $8; Suites: from $22.50
No. Mtg. Rms. & Capacity of Largest: 18 (950)
No. Banquet Rms. & Capacity of Largest: 18 (850)
Rates for Meals: Breakfast: $1.50 to $3; Lunch: $1.75 to $4; Dinner: $3 to $10
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,500 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: 75c day, $1.25 for 24 hours

MISSISSIPPI

BILOXI

Railroads: Lv. & N.; Ill. Cent.
Airlines: NAL, SOU

The White House (HSMA)

West Beach Blvd. (Phone: 4343)
Manager: C. J. Nichols
Sales Manager: Juanita Baltar
Convention Season: All year
Largest Group Accommodated: 150 (85 rooms and 2 suites available)
Convention Rates: Single: from $3.50; Double: from $7.50
No. Mtg. Rms. & Capacity of Largest: 2 (125)
No. Banquet Rms. & Capacity of Largest: 2 (150)
Rates for Meals: Lunch: $2; Dinner: $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: space for about six 8 x 10' exhibits on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Sailing, Fishing, Golf, Heated pool

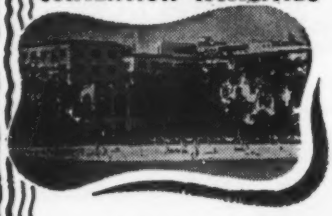
The Buena Vista Hotel (HSMA)

See Advertisement, Page 88

West Beach Blvd. (Phone: 5511)
Manager: Jimmie Love
Sales Manager: Juanita Baltar
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 25 suites available)
Convention Rates: Single: $4 to $7.50; Double: $7.50 to $12.50; Suites: $17 to $22.50
No. Mtg. Rms. & Capacity of Largest: 9 (1,500)
No. Banquet Rms. & Capacity of Largest: 4 (1,000)
Rates for Meals: Breakfast: 35c to $1; Lunch: 90c to $2; Dinner: $1.50 to $3
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None for rooms used for meetings
Net Exhibit Space: 7,500 sq. ft. on lobby floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Sailing, Fishing, Golf, Horseback riding

ON THE GULF COAST . . .

Unexcelled
CONVENTION FACILITIES



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Buena Vista
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OVERLOOKING THE GULF OF MEXICO

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For Any Hotel Listed in the

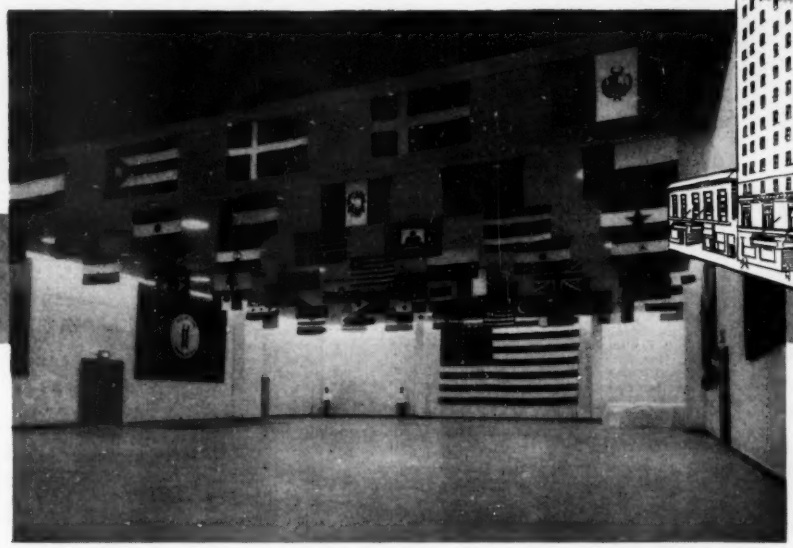
CONVENTION HOTEL

BLUE BOOK

For complete details see
Page 153

Another Service of SALES MEETINGS in the interest of better meetings

The KENTUCKY HOTEL *has* 20,000 SQUARE FEET *of exhibition space on* ONE FLOOR!



KENTUCKY HOTEL FLAG ROOM
7800 square feet will accommodate 1500 for meetings, 1100 for food service.

THE KENTUCKY HOTEL in Louisville has just completed two tremendous additions which make it one of the nation's *great* convention hotels.

For example — the second floor alone has over 20,000 square feet of space which can be used for exhibitions, or which can seat 2500 people (1800 for food service)! Or this space can be used for simultaneous exhibitions, meetings, luncheons, registration offices, etc.

In addition, the lobby floor's Mirror Room can seat 350 for food service — with another 500 in the Terrace Room on the fourth floor!

The entire convention facilities are air-conditioned — lobby to roof — as well as many bedrooms.

If your convention requires even more facilities than these, remember that the Kentucky's sister organization, the famous Brown Hotel, is owned and operated by the same management.

Get all the facts — in detail — by writing now for the booklet shown below.

THESE BLUEPRINTS AND PICTURES ARE "WORTH A THOUSAND WORDS!"

The Kentucky Hotel
Louisville, Kentucky
Without obligation, please send me a copy of the Factbook as advertised in Sales Meetings for April.

Name_____

Organization_____

Address_____

City_____ State_____

EDGEWATER PARK

Railroads: Lv. & N.; Ill. Cent.

Edgewater Gulf Hotel (HSMA)

See Advertisement, Page 91

(Phone: Biloxi 7801 or Gulfport 1270)
Manager: A. P. Shoemaker, Jr.
Sales Manager: N. Meisner
Convention Season: All year
Largest Group Accommodated: 450 (225 twin bed rooms and 17 suites available)
Convention Rates: Single: $5 to $8; Double: $8 to $12; Suites: $20 to $24. American Plan—Single: $14 to $16; Double: $25 to $27
No. Mtg. Rms. & Capacity of Largest: 11 (450)
Rates for Meals: Breakfast: $1.50; Lunch: $1.50 to $3; Dinner: $2.50 to $5
Liquor: Not served in hotel. However, arrangements for private cocktail parties can be made, and there are bars all along the coast and near the hotel
Air Conditioning: Entire Hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,069 sq. ft.
Visual Aids Available: 16mm sound and silent projectors, slide projector, lantern slide projector with adapter for 35mm film strips
Other Equipment Available: PA system, spotlights, stage
Parking: No charge for parking in hotel's lot for 1,000 cars. Parking in fireproof garage—$1.25 per day storage
Sports Facilities: Golf, Swimming, Tennis, Shuffleboard, Badminton, Horseshoes, Softball

GULFPORT

Railroads: L. & N.; I.C.
Airlines: NAL, SOU

Hotel Markham

Beach Blvd. (Phone: 1700)
Manager: Frank Fagan
Convention Season: All year
Largest Group Accommodated: 325 (175 rooms and 5 suites available)
Convention Rates: Single: $4 to $7; Double: $6 to $10; Suites: $18
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Rates for Meals: Breakfast: 50c to $1.25; Lunch: 85c to $1.75; Dinner: $1.25 to $2.50
Liquor: Not served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None for convention groups
Net Exhibit Space: 5,000 sq. ft. on two floors
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities, storage garage nearby
Sports Facilities: Swimming, Sailing, Hiking, Hunting, Tennis, Golf, Salt and fresh-water fishing

JACKSON

Railroads: Ill. Cent.; G.M. & O.
Airlines: DEL-C&S, SOU

AUDITORIUM

Jackson Municipal Auditorium

125 S. Congress St. (Phone: 2-3818)

COLOR BROCHURES

AVAILABLE

WITHOUT CHARGE

For Hotels Listed in the

BLUE BOOK

See Page 153 for details

Exhibit Areas: 8,100 sq. ft.
Rental Fees: $150 to $200 per day
Floor Load: Unlimited
Ventilation: Blower system
Ceiling Height: 30 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: Triple doors, standard width
Utilities: All required
Loading Facilities: Ramp to doors
Storage Areas: Limited
Meeting Rooms: None
Facilities for Food Functions: Can feed catered lunch to 800
Parking Facilities: Limited
Distance from Business District: In center city

The Hotel Edwards (HSMA)

235 W. Capitol (Phone: 4-7741)
Manager: E. Bill Green
Convention Season: All year
Largest Group Accommodated: 300 (250 rooms and 8 suites available)
Convention Rates: Single: $3.75 to $5.50; Double: $5.75 to $8.50; Suites: $12 to $15
No. Mtg. Rms. & Capacity of Largest: 10 (325)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: 75c to $1; Lunch: 75c to $1.50; Dinner: $1.35 to $2.50
Liquor: Not served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,338 sq. ft. on one floor
Visual Aids Available: Blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: $1 inside, 50c in parking lot
Sports Facilities: Golf, Tennis, Swimming

Heidelberg Hotel

131 E. Capitol St. (Phone: 2-6571)
Manager: Hal Austin
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms and 8 suites available)
Convention Rates: Single: $5.50; Double: $7.50; Suites: $18
No. Mtg. Rms. & Capacity of Largest: 7 (1,500)
No. Banquet Rms. & Capacity of Largest: 8 (1,600)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.70; Dinner: from $2.25
Liquor: Not served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 13,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $1 and $1.50

MERIDIAN

Railroads: Ill. Cent.; G.M. & O.; M. & B.R.; So. Ry.
Airlines: DEL-C&S

Lamar Hotel

(Phone: 8161)
Manager: John Wilson
Convention Season: All year
Largest Group Accommodated: 150 (150 rooms and 9 suites available)
Convention Rates: Single: $4 to $6; Double: $6 to $10; Suites: $12 to $20
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Rates for Meals: Breakfast: 55c to $1.25; Lunch: 85c to $1.50; Dinner: $1.50 to $3
Liquor: Not served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per night

TENNESSEE

CHATTANOOGA

Railroads: C. of Ga.; N.C. & St. L.; A.G. So.; C.N.O. & T.P.; T.A. & G.; So. Ry.
Airlines: EAL, CAP, DEL-C&S

AUDITORIUM

Memorial Auditorium

399 McCallie Ave. (Phone 6-8837)
Manager: Tommy C. Thompson
Exhibit Areas: Mail Hall, 13,000 sq. ft.; stage, 800 sq. ft.; Wheland Hall, 1,500 sq. ft.
Rental Fees and Services: $300 per day includes janitor service, heat and light
Floor Load: Ample
Ceiling Height: 50 ft. **P. A. System:** $50 per day for set and operator
Elevators and Capacities: Freight elevator to Main Hall, 6,000 lbs.
Columns: None
Utilities: AC current
Loading Facilities: Large truck can use elevator to unload on exhibit floor
Storage Areas: Basement, 500 sq. ft.; stage, 800 sq. ft.
Meeting Rooms and Capacities: Three, 200 capacity; plus 12 large dressing rooms—some can be used for small meetings
Facilities for Food Functions: None
Parking Facilities: Garage in basement; large lots across street; 1,000 cars
Distance from Business District: Two blocks

Patten Hotel (HSMA)

"I" & 11th St. (Phone: 6-2141)
Manager: Garnett Andrews
Sales Manager: William B. Pfeiffer
Convention Season: All year
Largest Group Accommodated: 600 (350 rooms and 8 suites available)
Convention Rates: Single: $4; Double: $7; Suites: $12.50
No. Mtg. Rms. & Capacity of Largest: 6 (350)
No. Banquet Rms. & Capacity of Largest: 6 (350)
Rates for Meals: Breakfast: $1.25; Lunch: $1.75; Dinner: $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,000 sq. ft. on one floor
Visual Aids Available: Screens, strip and slide projectors
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per day

The Read House

Broad, 9th, Chestnut (Phone: 6-4121)
Manager: Albert Crouch
Convention Season: All year
Largest Group Accommodated: 500
Convention Rates: Single: $4 to $8; **Double:** $5.50 to $11; Suites: $18
No. Mtg. Rms. & Capacity of Largest: 11 (650)
No. Banquet Rms. & Capacity of Largest: 11 (500)
Rates for Meals: Breakfast: 60c to $2.50; Lunch: $1.10 to $3; Dinner: $2.50 to $5 in restaurants. Banquet service in private rooms higher and dependent upon menu.
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, and 75% of bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per night

GATLINBURG

Railroads: L. & N.; So. Ry.—to Knoxville
Airlines: AAL, CAP, DEL-C&S, PAI—to Knoxville

Mountain View Hotel

(Phone: 384)
Manager: Tom Woods
Convention Season: Nov. 1 to Apr. 1
Largest Group Accommodated: 250 (100 rooms available)
Convention Rates: Single: $10 to $11; Double: $14 to $16 for American Plan. Single: $6 to $7; Double: $8 to $10 for European Plan
No. Mtg. Rms. & Capacity of Largest: 6 (250)
No. Banquet Rms. & Capacity of Largest: 4 (275)
Rates for Meals: Breakfast: $1; Lunch: $1.75; Dinner: $2.50
Liquor: Not served in hotel
Air Conditioning: One banquet and meeting room, and some bedrooms
Net Exhibit Space: 2,500 sq. ft. on one floor
Visual Aids Available: 16mm projector, screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Shuffleboard Ping pong, Tennis

MEMPHIS

Railroads: C.R.I. & P.; Frisco; G.M. & O.; I.C.; L. & N.; Mo. Pac.; N.C. & St. L.; St. L.S.W.; So. Ry.; Union
Airlines: AAL, EAL, DEL-C&S, BNF, CAP, SOU

AUDITORIUMS

Municipal Auditorium

Main and Poplar Sts. (Phone: 37-5443)
Manager: Chauncey Barbour

A city under one roof and the Most Complete Meeting & Recreational Facilities in the South

Most complete meeting and recreational facilities in the South are yours when your group meets in this charming, Old South vacationland. Right on the hotel grounds is an 18-hole championship golf course. Set on more than 600 acres of beautiful, estate-like grounds, Edgewater Gulf Hotel provides all the sport and recreation you want—year around—to add luxury and pleasure to your convention enjoyment. A beautiful white-sand beach fronts the hotel. You may swim in our pool of clear, artesian water or the clear blue Gulf of Mexico, go fishing or boating, or enjoy half-a-dozen other sports—all on the hotel's palatial grounds.

—and What Meeting Facilities!

A selection of fine meeting rooms—attractively furnished for comfort and business efficiency—are available with capacity up to 500 persons. All meeting rooms are acoustically treated and can be darkened instantly for good film-viewing. Air-conditioned throughout, Edgewater Gulf offers 400 delightful twinbed rooms that overlook the Gulf. Our competent, experienced Convention staff will relieve you of all worries, once your plans are under way.

For a luxury convention at sensible prices, write for open dates.

A. P. SHOEMAKER, Jr., General Manager

N. MEISNER, Convention Manager

OPEN THE YEAR AROUND...

HOTEL
Peabody
MEMPHIS, TENN.

Convention Headquarters

Lobby, Mezzanine & Third Floor offer over 38,000 sq. ft. exhibit space, banquet & conference rooms accommodating 25 to 1000 persons; 625 rooms with bath.

Completely Air-Conditioned

Write for further details.

F. R. SCHUTT, Pres. & Gen. Mgr.

MEMPHIS

Hotel King Cotton

COMPLETELY AIR CONDITIONED

Panorama Room—seating up to 700

Military Ballroom—seating up to 400

Arena Theater—seating up to 400

Riverview Room—seating up to 150

5 smaller rooms—seating 25 to 75

LARGE OR SMALL

We can do for you a *TOPFLIGHT* job.

Hotel King Cotton

MEMPHIS, TENNESSEE

Arthur F. Landstreet, *V.P. & Gen. Mgr.*
John R. Manser, *Mgr.*

EAST SOUTH CENTRAL
Tenn., Memphis (cont.)

Exhibit Areas: 50,000 sq. ft.
Rental Fees: On application
Floor Load: 400 lbs. per sq. ft.
Ventilation: Fans
Ceiling Height: 68 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 12 ft. by 18 ft.
Elevators and Capacities: Three, 3,000 lbs.
Columns: None
Utilities: AC and DC current, water, gas, sewage
Loading Facilities: Railroad one block from building
Storage Areas: Ample
Meeting Rooms and Capacities: 11, 80 to 200 persons; main floor, 2,000; balconies, 6,000
Parking Facilities: Available
Distance from Business District: Four blocks

Ellis Auditorium

74 Poplar Ave. (Phone 37-5444)
Manager: Chauncey Barbour
Exhibit Areas: North Hall, 15,000 sq. ft.; West Hall, 12,122 sq. ft.
Rental Fees: On application
Ceiling Height: North Hall, 90 ft.; West Hall, 18 ft.
P. A. System: All halls
Dimensions, Opening to Exhibit Hall: 12 ft. by 12 ft.
Elevators: One, from basement to main floor
Columns: None
Utilities: 110 and 220 current
Loading Facilities: Good
Storage Areas: 3,456 sq. ft.
Meeting Rooms and Capacities: Two, 20 ft. by 20 ft.; 23 dressing rooms
Facilities for Food Functions: Handled by caterer
Parking Facilities: Good
Distance from Business District: Five blocks

Hotel Claridge (HSMA)

See Advertisement, Page 92
Main at Adams (Phone: 5-2511)
Manager: Scott J. Stewart
Sales Manager: Wm. A. Hendricks
Convention Season: All year
Largest Group Accommodated: 1000 (300 rooms and 20 suites available)
Convention Rates: Single: from $4.50; Double: from $6; Suites: from $10
No. Mtg. Rms. & Capacity of Largest: 7 (1,000)
No. Banquet Rms. & Capacity of Largest: 7 (900)
Rates for Meals: Breakfast 45c to $1; Lunch: 85c to $2; Dinner: from $1.50
Liquor: Served by bottle only. Beer and setups at bar.
Air Conditioning: Entire hotel
Net Exhibit Space: 3,200 sq. ft. on one floor
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: 50c to 75c. $1 per day
Sports Facilities: Numerous golf courses

Gayoso Hotel

139 S. Main
Manager: Lou Ervin
Sales Manager: George Anderson
Convention Season: All year
Largest Group Accommodated: 150 (100 rooms and 6 suites available)
Convention Rates: Single: from $5; Double: from $7; Suites: $15 to $30
No. Mtg. Rms. & Capacity of Largest: 9 (600)
No. Banquet Rms. & Capacity of Largest: 3 (450)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.50; Dinner: from $2
Liquor: Not served in hotel, but liquor store is in lobby
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rooms.: None if food served
Net Exhibit Space: 8,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 in and out parking

Hotel King Cotton

See Advertisement, Page 92
69 Jefferson St. (Phone: 8-5883)
Manager: H. Franklin Miller
Convention Season: All year
Largest Group Accommodated: 300 (125 rooms and 3 suites available)
Convention Rates: Single: from $4; Double: from $5.50; Suites: $25
No. Mtg. Rms. & Capacity of Largest: 8 (650)
No. Banquet Rms. & Capacity of Largest: 8 (485)
Rates for Meals: Breakfast: 45c to $1.25; Lunch: 65c to $1.50; Dinner: $1.50 to $3.50
Liquor: Beer served only
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 13,647 sq. ft.
Visual Aids Available: Screen, projector, projection booth
Other Equipment Available: PA system, spotlights, stage
Parking: Lot—80c per day; gerege—$1 overnight

Peabody Hotel (HSMA)

See Advertisement, Page 92
Union bet. 2nd & 3rd Sts. (Phone: 8-7766)
Manager: F. R. Schutt
Sales Manager: Roy D. Moore
Convention Season: All year
Largest Group Accommodated: 625 (300 rooms and 15 suites available)
Convention Rates: Single: $4 to $11; Double: $6.50 to $13; Suites: $17.50 to $34

For MEETINGS . . . for CONVENTIONS . . .

It's The AIR CONDITIONED Claridge

Newly remodeled in an ultramodern motif with a host of new facilities to insure the complete success of your meetings.

- COMPLETE, CONTINUOUS AIR CONDITIONING
- 8 MEETING ROOMS (for 25 to 1,000)
- ROOMS ACOUSTICALLY TREATED
- P. A. and MOTION PICTURE EQUIPMENT
- 1 BLOCK FROM MUNICIPAL AUDITORIUM
- IN THE HEART OF DOWNTOWN MEMPHIS
- MUSIC NIGHTLY BY FAMOUS ORCHESTRAS

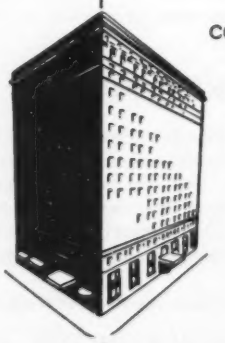
400 ROOMS with PRIVATE BATH

HOTEL CLARIDGE

Memphis, Tennessee

Memphis' Most Modern Hotel

Scott J. Stewart, Mng. Director



No. Mtg. Rms. & Capacity of Largest: 12 (900)
No. Banquet Rms. & Capacity of Largest: 12 (800)
Rates for Meals: Breakfast: from 80c; Lunch: from 75c; Dinner: from $1.75
Liquor: No public bar service, but liquor stores available
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 20,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50
Sports Facilities: Golf, Tennis, Fishing, Swimming

NASHVILLE

Railroads: L. & N.; N.C. & St. L.; T.C.; N-F.
Airlines: AAL, EAL

The Dinkler-Andrew Jackson Hotel (HSMA)

See Advertisement, Page 102

(Phone: 5-2121)
Manager: Leon W. Womble
Sales Manager: Miss Dorothy Baumgartner
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 8 suites available)
Convention Rates: Single: from $4.50; Double: from $8; Suites: from $14
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Rates for Meals: Breakfast: from 65c; Lunch: from 90c; Dinner: from $1.25
Liquor: Liquor stores
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None, if food served
Net Exhibit Space: 5,564 sq. ft. on main lobby and mezzanine
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 overnight

Hotel Hermitage

Union St. at 6th Ave. (Phone: 6-2161)
Manager: J. William Cole
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 15 suites available)
Convention Rates: Single: $4.50 to $7; Double: from $6.50; Suites: from $15
No. Mtg. Rms. & Capacity of Largest: 5 (550)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.50; Dinner: from $2.50
Liquor: Beer and setups only
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: to $25
Other Equipment Available: PA system, spotlights, platforms
Parking: $1 per night

The Maxwell House (HSMA)

4th & Church Sts. (Phone: 5-2112)
Manager: Richard R. Hall
Convention Season: All year
Largest Group Accommodated: 150 (70 rooms and 3 suites available)
Convention Rates: Single: $4; Double: $7; Suites: $15 to $30
No. Mtg. Rms. & Capacity of Largest: 6 (700)
No. Banquet Rms. & Capacity of Largest: 6 (600)
Rates for Meals: Breakfast: $1.50 to $4; Lunch: $1.75 to $7; Dinner: $2.25 to $15
Liquor: Mixing bar in cocktail lounge
Air Conditioning: Banquet and meeting rooms, 50% of bedrooms
Charges for Banquet & Mtg. Rms.: None if food served
Net Exhibit Space: 5,000 sq. ft. on one floor
Visual Aids Available: Movie screens
Other Equipment Available: PA system, spotlights, stage
Parking: Free overnight parking
Sports Facilities: Golf nearby

Sam Davis Hotel

132 7th Ave., N. (Phone: 6-4673)
Manager: J. C. Pritchett
Sales Manager: J. W. Pritchett
Convention Season: All year
Largest Group Accommodated: 100 (100 rooms available)
Convention Rates: Single: $3.50 to $5.50; Double: $6 to $8.50
No. Mtg. Rms. & Capacity of Largest: 2 (65)
No. Banquet Rms. & Capacity of Largest: 2 (65)
Rates for Meals: Breakfast: 35c to 65c; Lunch: 90c to $1.25; Dinner: $1.25 to $1.75
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: $9
Net Exhibit Space: 486 sq. ft. on one floor
Parking: 35c 4:30 PM to 9 AM, $1 for 24 hours

WEST NORTH CENTRAL

Iowa, Kan., Minn., Mo., Neb., N. D., S. D.

IOWA

CEDAR RAPIDS

Railroads: C.M. St. P. & P.; C.R.I. & P.; Ill. Cent.; C. & N.W.; W.C.F. & N.; C.R. & I.C.
Airlines: UAL

AUDITORIUM

Memorial Coliseum

May's Island (Phone: 2-6511)
Manager: Charles A. Ziogas
Exhibit Areas: Auditorium, 11,000 sq. ft.; Armory, 7,000 sq. ft.; Dining Rooms, 2,500 sq. ft.
Rental Fees and Services: Rental varies; includes janitor service, heat, light and available equipment
Floor Load: Unlimited
Ventilation: Blower
Ceiling Height: Auditorium, 50 ft.; Armory, 15 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 10 ft. by 9 ft.
Columns: 10 under balcony
Utilities: 110-V current
Loading Facilities: Ramp and loading platform
Storage Areas: Limited
Meeting Rooms: Three, partitioned by folding doors
Facilities for Food Functions and Banquet Capacity: Dining room, 400; Armory, 800
Parking Facilities: Street only
Distance from Business District: In center city

Montrose Hotel

Manager: C. J. Gustin
Convention Season: All year
Largest Group Accommodated: 600 (325 rooms and 12 suites available)
Convention Rates: Single: from $4.50; Double: from $7; Suites: from $12.50
No. Mtg. Rms. & Capacity of Largest: 12 (575)
No. Banquet Rms. & Capacity of Largest: 12 (490)
Rates for Meals: Breakfast: from $1.25; Lunch: from $2; Dinner: from $3
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,800 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

Hotel Roosevelt

200 First Ave., N.E. (Phone: 4-4111)
Manager: J. C. Kennedy
Convention Season: All year
Largest Group Accommodated: 500 (150 rooms and 6 suites available)
Convention Rates: Single: from $5; Double: from $7; Suites: from $15
No. Mtg. Rms. & Capacity of Largest: 11 (400)
No. Banquet Rms. & Capacity of Largest: 11 (265)
Rates for Meals: Breakfast: 45c to $1.25; Lunch: 60c to $1.25; Dinner: $1 to $2.85
Liquor: Only beer served in hotel
Air Conditioning: Banquet and meeting rooms, and 10% bedrooms
Charges for Banquet & Mtg. Rms.: $10 to $65 a day
Net Exhibit Space: 576 sq. ft. on one floor
Visual Aids Available: Screens and pointers
Other Equipment Available: PA system, spotlights, stage
Parking: from 35c—$1 overnight

DAVENPORT

Railroads: C.B. & Q.; C.M. St. P. & P.; C.R.I. & P.; D.R.I. & N.W.
Airlines: BNF, UAL

Hotel Blackhawk

3rd & Perry (Phone: 3-2711)
Manager: Earl R. Ackerman
Sales Manager: Ken Thomas
Convention Season: All year
Largest Group Accommodated: 650
Convention Rates: Single: $4.50 to $8; Double: $6 to $12; Suites: $16 to $18
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 7 (400)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.50; Dinner: from $2.25
Liquor: Private parties only when liquor brought in by sponsor of group.
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: from $7.50
Visual Aids Available: Movie screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25

DES MOINES

Railroads: Burl.; C. Gt. W.; C.M. St. P. & P.; C.R.I. & P.; D.M. & C.I.; D.M.U.; D.M.W.; F.D.D.M. & S.; M. & St. L.; C. & N.W.; Wab.
Airlines: UAL, BNF

Fort Des Moines

10th & Walnut Sts. (Phone: 3-1161)
Manager: Joseph E. Whalen
Sales Manager: George W. Gill
Convention Season: All year
Largest Group Accommodated: 1,000 (300 rooms and 18 suites available)
Convention Rates: Single: $5 to $10; Double: $7 to $15; Suites: $20 to $40
No. Mtg. Rms. & Capacity of Largest: 10 (900)
No. Banquet Rms. & Capacity of Largest: 10 (750)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2; Dinner: from $3
Liquor: Not served in hotel
Air Conditioning: 10 banquet and meeting rooms, 75 bedrooms
Charges for Banquet & Mtg. Rms.: $15 to $200
Net Exhibit Space: 3,000 sq. ft. on 2 floors
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 overnight

Hotel Kirkwood

4th & Walnut Sts. (Phone: 4-9191)
Manager: Jack J. Calhoun
Convention Season: All year
Largest Group Accommodated: 400 (175 rooms and 6 suites available)
Convention Rates: Single: $4.25; Double: $6; Suites: $14 to $21
No. Mtg. Rms. & Capacity of Largest: 10 (300)
No. Banquet Rms. & Capacity of Largest: 3 (275)
Rates for Meals: Breakfast: from 50c; Lunch: from 65c; Dinner: from $1.35
Liquor: Guests buy bottle at State Store two blocks from hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 2,800 sq. ft. on one floor
Visual Aids Available: Two movie screens
Other Equipment Available: PA system, spotlights, stage
Parking: 25c per hour

Hotel Savery

4th & Locust (Phone: 4-2151)
Manager: Paul E. Lefton
Sales Manager: Russell Rogers
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 11 suites available)
Convention Rates: Single: $5 to $7; Double: $7 to $10; Suites: $10 to $30
No. Mtg. Rms. & Capacity of Largest: 10 (700)
No. Banquet Rms. & Capacity of Largest: 11 (620)
Rates for Meals: Breakfast: $1.25; Lunch: $2.25; Dinner: from $3
Liquor: Organization must purchase liquor in State Liquor Store and hotel will set up bar as required by organization.
Air Conditioning: Banquet and meeting rooms and some bedrooms
Charges for Banquet & Mtg. Rms.: $7.50 to $175
Net Exhibit Space: 2,500 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25
Sports Facilities: Golf, Swimming

SIOUX CITY

Railroads: C.M. St. P. & P.; Ill. Cent.; Gt. Nor.; C. & N.W.; Burl.; S.C. Ter.
Airlines: BNF

AUDITORIUM

Sioux City Municipal Auditorium

Gordon Drive (Phone 5-8044)
Manager: Robert D. Hinchman
Exhibit Areas: Exposition Hall, 15,840 sq. ft.
Rental Fees and Services: Fees include no service

Floor Load: Unlimited **Ventilation:** Air conditioned
Ceiling Height: 12 ft. **P. A. System:** Available
Dimensions, Opening to Exhibit Hall: 8 ft. by 9 ft.
Elevators and Capacities: One freight
Columns: 10, 4 ft. by 14 in. (to house folding doors to divide hall)
Utilities: 110, 220, 440 current; water, gas, drainage
Loading Facilities: Two fork trucks; railroad siding 100 ft. from building
Meeting Rooms and Capacities: Six rooms seat from 25 to 1,000
Facilities for Food Functions: None
Parking Facilities: Free lot, 1,000 cars
Distance from Business District: Two blocks

Martin Hotel

Manager: Wayne Clark
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms and 12 suites available)
Convention Rates: Single: $5 to $7; Double: $7 to $10; Suites: $15 to $20
No. Mtg. Rms. & Capacity of Largest: 8 (550)
No. Banquet Rms. & Capacity of Largest: 8 (450)
Rates for Meals: Breakfast: $1.25 to $2; Lunch: $1.75 to $4; Dinner: $2.50 to $7.50
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None to conventions
Net Exhibit Space: 4,000 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: 50c to $1.25

Hotel Mayfair (HSMA)

3rd & Nebraska St. (Phone: 80531)
Manager: William Wachter
Convention Season: All year
Largest Group Accommodated: 100 (100 rooms available)
Convention Rates: Single: $3 to $5; Double: $4.50 to $6.50
No. Mtg. Rms. & Capacity of Largest: 2 (500)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Rates for Meals: Breakfast: $1; Lunch: $1.35; Dinner: $2
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None if food served
Net Exhibit Space: 3,600 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities to $1.50

KANSAS

KANSAS CITY

Railroads: Union Pac.; Mo. Pac.; S.F.; C. Gt. W.; C.R.I. & P.; K.C.K.V.; K.C.S.; K. & M.R.
Airlines: TWA, BNF, CAL, C&S

Town House Hotel

7th & State (Phone: FI 7500)
Manager: A. L. Lew
Convention Season: All year
Largest Group Accommodated: 500 (257 rooms and 3 suites available)
Convention Rates: Single: $5 to $9; Double: $7.50 to $14; Suites: $18.50 to $50
No. Mtg. Rms. & Capacity of Largest: 7 (750)
No. Banquet Rms. & Capacity of Largest: 7 (750)
Rates for Meals: Breakfast: $1.50; Lunch: $2; Dinner: $3
Liquor: Must be purchased by convention. Hotel provides mix and bartender.
Air Conditioning: Entire hotel
Net Exhibit Space: 10 000 sq. ft.
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: Garage and lot—$1.50 for 24 hours

TOPEKA

Railroads: Santa Fe; C.R.I. & P.; U.P.; Mo. P.
Airlines: TWA, BNF, CAL

AUDITORIUM

Municipal Auditorium

8th & Quincy (Phone: 5-4873)
Manager: Wm. R. Yerkes, Com. of Parks & Pub. Property
Exhibit Areas: 19,000 sq. ft.
Rental Fees: $125 to $225 per day
Ventilation: Air conditioned
Ceiling Height: 45 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 9 ft. by 12 ft.
Elevators: One
Columns: 30 in Exhibition Hall
Utilities: Handle 400 Amps, current
Loading Facilities: Ramp and stage door
Storage Areas: Ample
Meeting Rooms and Capacities: Main Arena, 4,200; Assembly Room, 400; three rooms, 150 each; six rooms 50 each
Facilities for Food Functions and Banquet Capacities: Excellent kitchen can serve 1,500
Parking Facilities: Street parking
Distance from Business District: One block

Kansan Hotel

9th & Kansas Ave. (Phone: 4-6611)
Manager: Earl Shore
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 4 suites available)
Convention Rates: Single: from $4.50; Double: from $7; Suites: from $9
No. Mtg. Rms. & Capacity of Largest: 8 (400)
No. Banquet Rms. & Capacity of Largest: 8 (400)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.75; Dinner: from $2.25
Liquor: Not served in hotel, but will serve private parties
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: $7.50 to $100
Net Exhibit Space: 3,420 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per 24 hours

WICHITA

Railroads: Santa Fe; C.R.I. & P.; M.V.; Frisco; Mo. Pac.
Airlines: TWA, BNF, CAL, CEN

AUDITORIUM

Municipal Forum Building

221 S. Water (Phone Amherst 2-1127)
Manager: C. A. Johnson
Exhibit Areas: Garage, 33000 sq. ft.; Lower Annex, 22,680 sq. ft.; Upper Annex, 25,096 sq. ft.; Rose Room, 19,164 sq. ft.; Arena, 11,000 sq. ft.
Rental Fees and Services: Depends on event
Ventilation: Fans
Ceiling Height: Garage, lower annex and Rose Room, 18 ft.; Upper annex 14 ft.; Forum arena 46.5 ft.
P. A. System: In Arcadia and Arena
Dimensions, Opening to Exhibit Hall: Largest door, 12 ft. high by 13 ft., 7 in.
Columns: None in Upper Annex; Garage and Lower Annex, spaced 18.5 ft. by 20 ft.; 16 in Rose Room
Utilities: 110 and 220 current
Loading Facilities: Street
Meeting Rooms and Capacities: Forum Arena, 3,940; Arcadia Theatre, 1,931
Facilities for Food Functions and Banquet Capacity: Concessionaire; caterers can handle banquet up to 1,000
Parking Facilities: Private parking lots
Distance from Business District: In Business District

Hotel Lassen

1st and Market (Phone: 4-5311)
Manager: J. Ury Thompson
Sales Manager: Mrs. Marian Marcus
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 8 suites available)
Convention Rates: Single: from $5.25; Double: from $7; Suites: from $17.50
No. Mtg. Rms. & Capacity of Largest: 12 (700)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Rates for Meals: Breakfast: from 65c; Lunch: from 85c; Dinner: from $1.85
Liquor: Package goods only
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 for 24 hours

MINNESOTA

BRAINERD

Railroads: Nor. Pac.

Breezy Point Lodge (HSMA)

(Phone: Pequot 200)
Manager: Ken L. Kellar
Convention Season: June 9 to Sept. 15
Largest Group Accommodated: 450 (75 rooms and 60 cottages available)
Convention Rates: $15 to $18 per person, for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Slides and 16mm equipment
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Shuffleboard, Tennis

Island View Lodge

Route 6 (Phone: Brainerd LD)
Manager: Mr. & Mrs. E. B. Curry
Convention Season: First 3 weeks in June and week after Labor Day for exclusive use. Small groups (10 or 12) other times.
Largest Group Accommodated: 80 (40 rooms—in 25 cottages available)
Convention Rates: Single: $10; Double: $18. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 1 (100)
No. Banquet Rms. & Capacity of Largest) 1 (115)
Rates for Meals: Breakfast: $1.25; Lunch: $1.50; Dinner: $2.50
Liquor: Not served in hotel, but setups are available
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 950 sq. ft. on one floor
Visual Aids Available: 16mm sound projector, 8mm movie projector, 35mm slide projectors, screen
Other Equipment Available: PA system
Parking: Free facilities
Sports Facilities: Fishing, Swimming, Boating, Water skiing, Aquaplaning, Tennis, Shuffleboard, Horseshoes, Golf

Madden Lodge

Box 68
Manager: W. J. Madden
Convention Season: May 29 to July 1, Aug. 23 to Sept. 19
Largest Group Accommodated: 200 (150 rooms available)
Convention Rates: Single: $16; Double: $22; Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 7 (200)
No. Banquet Rms. & Capacity of Largest: 5 (200)
Liquor: Not served in hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 16mm sound equipment
Other Equipment Available: Spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming in lake or heated pool, Fishing, Tennis, Shuffleboard, Horseshoes, Sailing, Aqua planing

DEERWOOD

Railroads: Nor. Pac.

Ruttgers Bay Lake Lodge

(Phone: 4290)
Manager: Alec Ruttger
Convention Season: June, first two weeks of Sept.
Largest Group Accommodated: 150
Convention Rates: Single: $10; Double: $20. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 4 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Rates for Meals: Breakfast: $1.50; Lunch: $2.25; Dinner: $2.50
Liquor: Not served in hotel
Charges for Banquet & Mtg. Rms.: None
Parking: Free facilities
Sports Facilities: Golf, Tennis, Riding, Fishing, Bathing

DULUTH

Railroads: Nor. Pac.; Gt. Nor.; D.S.S. & At.; D.M. & I.R.; C. & N.W.; C.M. St. P. & P.; D.W. & P.; M. St. P. & S.S.M.

Hotel Duluth

231 E. Superior St. (Phone: 74577)
Manager: Fred G. Fischer
Convention Season: All year
Largest Group Accommodated: 800 (330 rooms and 30 suites available)
Convention Rates: Single: $4.50 to $7; Double: $7 to $10; Twin: $8.50 to $13.50; Suites: $13 to $32.50
No. Mtg. Rms. & Capacity of Largest: 8 (1,000)
No. Banquet Rms. & Capacity of Largest: 8 (500)

Rates for Meals: Breakfast: 25c to $1.10; Lunch: 85c to $1.50; Dinner: $1.85 to $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 8,722 sq. ft. on one floor
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: 75c outside; $1.50 inside

MINNEAPOLIS

Railroads: Burl.; C. Gt. W.; C.M. St. P. & P.; C. & N.W.; Gt. Nor.; M. & St. L.; Soo line; Nor. Pac.; C.R.I. & P.; M.A. & C.R.; M.E.; M.N. & S.; M.T.; M.W.
Airlines: BNF, CAP, NWA, WAL

AUDITORIUM

Minneapolis Municipal Auditorium
Grant St. and 3rd Ave., S. (AT 1217)
Manager: Atwood A. Olson
Exhibit Areas: Main Arena, 25,000 sq. ft.; lower exhibition hall, 30,500 sq. ft.; West Hall, 11,000 sq. ft.
Rental Fees and Services: $500 to $650; includes heat, light, cleaning
Floor Load: Main Aud., 200 lbs. per sq. ft.; balance unlimited. **Ventilation:** Air Cooled
Ceiling Height: Main Aud., 82 ft.; Exhib. Hall, 16 ft. **P. A. System:** Western Electric
Dimensions, Opening to Exhibit Hall: 9 ft. 10 in. by 10 ft. 9 in.
Elevators and Capacities: Four freight, 3,000 lbs.
Columns: Lower exhibition hall only, 32 columns 23½ by 32 ins.
Utilities: 110 and 220 AC current, water, gas
Loading Facilities: Drive ramp to basement, loading dock for 1st floor
Storage Areas: Corridors and ramps
Meeting Rooms and Capacities: Four rooms, 40 to 200
Facilities for Food Functions and Banquet Capacity: Own concessionaire can serve 500; outside caterers can feed 3,000
Parking Facilities: Lot adjacent to building
Distance from Business District: Six blocks

Curtis Hotel (HSMA)
See Advertisement, Page 95
10th St.—3rd to 4th Ave. (Phone: Atlantic 5144)
Manager: L. L. Beyer
Convention Season: All year
Convention Rates: Single: $4.50 to $6; Double: $5.50 to $9.50; Suites: $12 to $17.50
No. Mtg. Rms. & Capacity of Largest: 9 (600)
No. Banquet Rms. & Capacity of Largest: 9 (750)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.50; Dinner: from $2—prices are for banquets.
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: No charge with meal
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Lot—40c a day, 40c a night; Garage—$1.25 for 24 hours

Hotel Dyckman (HSMA)
6th St. bet. Henn. & Nicollet (Phone: MA 7244)
Manager: Morris G. Levy, Jr.
Sales Manager: I. Harrison Levy
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms and 8 suites available)
Convention Rates: Single: from $4; Double: $7 to $12.50; Suites: $17.50 to $32
No. Mtg. Rms. & Capacity of Largest: 11 (350)
No. Banquet Rms. & Capacity of Largest: 11 (300)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.65; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 12,0000 sq. ft.
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per day, 35c first hour and 10c each additional hour

Leamington Hotel (HSMA)
See Advertisement, Page 96
3rd Ave., 10th & 11th Sts. (Phone: Atlantic 6161)
Manager: E. W. Benson
Sales Manager: Grant L. Baere
Convention Season: All year
Largest Group Accommodated: 500 (450 rooms and 30 suites available)
Convention Rates: Single: $6 to $8; Double: $8 to $12; Suites: $12 to $35

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Finest . . .
Friendliest
in Minneapolis

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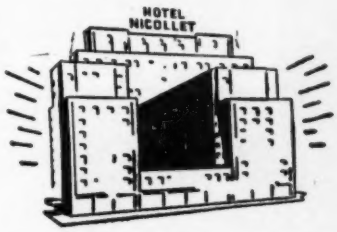
Hotel Nicollet

NEIL R. MESSICK
General Manager



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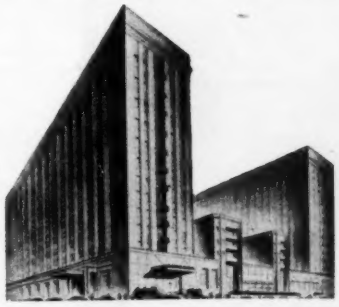

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Write for Information and Rates.

THE CURTIS HOTEL

10th STREET, MINNEAPOLIS 4, MINNESOTA

WEST NORTH CENTRAL

Minn., Minneapolis (cont.)

No. Mtg. Rms & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 7 (450)
Rates for Meals: Breakfast: $1.35 to $2.50; Lunch: $1.75 to $3; Dinner: $3 to $7
Liquor: Served only on a private bar
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $15 to $100
Net Exhibit Space: 9,230 sq. ft. on one floor
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: Lot—50c; Garage—$1.50

Hotel Nicollet (HSMA)

See Advertisement, Page 95

Nicollet, Washington, Henepin Aves. (Phone: Atlantic 3177)
Manager: Neil R. Messick
Sales Manager: Beryl E. McFarland
Convention Season: All year
Largest Group Accommodated: 802 (350 rooms and 24 suites available)
Convention Rates: Single: from $5.50; Double: from $8.50; Suites: from $19
No. Mtg. Rms. & Capacity of Largest: 18 (1,500)
No. Banquet Rms. & Capacity of Largest: 18 (1,000)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.85; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, all suites
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 17,545 sq. ft.
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: 55c per hour min. to 15 to 24 hours at $1.75
Sports Facilities: Golf, Swimming—2 miles; Skating, Tennis—1 mile

Radisson Hotel (HSMA)

45 S. Seventh St. (Phone: AT 2181)
Manager: Thomas Moore, Sr.
Sales Manager: L. W. Benike
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms and 14 suites available)
Convention Rates: Single: $5.50 to $9; Double: $8.50 to $11.50; Twins: $11 to $16; Suites: $20 to $45
No. Mtg. Rms. & Capacity of Largest: 12 (1,350)
No. Banquet Rms. & Capacity of Largest: 9 (900)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 50 bedrooms
Charges for Banquet & Mtg. Rms.: $10 to $250 per day if no meals served
Net Exhibit Space: 10,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.60 for 24 hours

3 CONVENIENT MIDWEST LOCATIONS

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3rd Avenue South between 10th and 11th Streets. Convenient to loop district, 1 block from Municipal Auditorium. 700 luxurious rooms. Executive suites. 12 meeting and banquet rooms for 25 to 500. Coffee Shop, Mayfair Dining Room. 2 large parking lots. *Teletype MP 512. Phone, ATlantic 6161.*

HOTEL NORTHPARK, CHICAGO

1931 Lincoln Park West, overlooking Lincoln Park and Lake Michigan. 7 minutes from loop. 500 rooms. Executive suites. 6 banquet and meeting rooms for 25 to 250. Chandelier Dining Room, new Cavalier Cocktail Lounge, Snack Shop. Parking adjoining. *Teletype C.G. 2941. Phone, MOhawk 4-3200.*

HOTEL WASHINGTON, INDIANAPOLIS

32 East Washington Street, in the heart of the loop. 350 rooms. 6 banquet and meeting rooms for 25 to 250. Executive suites. Coffee Shop, Sapphire Dining Room, popular Bronze Cocktail Lounge. Garage attendant at door. *Phone, Market 2541.*

Write, wire or phone the Benson Hotel nearest you for complete information regarding any of these three outstanding hotels.

William Benson **Benson Hotels**

President and General Manager

MOOREHEAD

Railroads: Nor. Pac.; Gt. Nor.

Frederick Martin Hotel (HSMA)

403 Center Ave. (Phone: 3-2466)
Manager: LaMarr Bittinger
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms and 9 suites available)
Convention Rates: Single: $5; Double: $8; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 3 (600)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Rates for Meals: Breakfast: 80c; Lunch: from $1.10; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms and entire second floor
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,280 sq. ft. on one floor
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage

ROCHESTER

Railroads: C. & N.W.; C. Gt. W.
Airlines: BNF, NWA, WAL

AUDITORIUM

Mayo Civic Auditorium

30 South 2nd (Phone: 3963)
Manager: Axel H. Reed
Exhibit Areas: Arena, 16,000 sq. ft.
Rental Fees and Services: Depends on event
Floor Load: Unlimited
Ventilation: Excellent
Ceiling Height: 35 ft.
P. A. System. Altec-Lansing
Dimensions, Opening to Exhibit Hall: 12 ft. by 12 ft.
Columns: None
Utilities: Water, gas and electricity
Storage Areas. 32 ft. by 65 ft. adjacent
Meeting Rooms and Capacities: North Hall, 400; South Hall 150; Theater, 1,498
Facilities for Food Functions and Banquet Capacity: Can handle banquet up to 1,400
Parking Facilities: Large lot adjacent
Distance from Business District: Three blocks

Hotel Kahler (HSMA)

20 2nd Ave., S.W. (Phone: 2-2581)
Manager: R. M. Lang
Convention Season: All year
Largest Group Accommodated: 400 (200 to 300 rooms and 6 suites available)
Convention Rates: Single: $5.50 to $9; Double: $9 to $18; Suites: $24 to $30
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 4 (160)
Rates for Meals: Breakfast: 90c to $1.35; Lunch: $1.30 to $1.65; Dinner: $1.65 to $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, entire new addition to hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 2,306 sq. ft.
Visual Aids Available: 16mm sound projector and screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1 outdoors, $1.50 indoors
Sports Facilities: Golf, Indoor ice skating, Trap shooting, Tennis, Swimming

ST. PAUL

Railroads: Burl.; C. Gt. W.; C. & N.W.; C.M. St. P. & P.; C.R.I. & P.; Gt. Nor.; Nor. Pac.; M. & St. L.; M. St. P. & S.S.M.; M.T.
Airlines: BNF, CAP, NWA, WAL

AUDITORIUM

Saint Paul Auditorium
143 West 4th St. (Garfield 7361)
Manager: Edward A. Furni
Exhibit Areas: Arena, 47,000 sq. ft.; Exhibition Hall, 54,000 sq. ft.
Rental Fees and Services: $540 per day or session, or $275 plus cost of opening and operating; includes all services except attendants
Floor Load: Arena, 800 lbs. per sq. ft.; Exhibition Hall, unlimited
Ventilation: Good
Ceiling Height: Arena, 60 ft.; Ex. Hall, 17 ft.
P. A. System: Altec-Lansing
Dimensions, Opening to Exhibit Hall: Arena, 11.5 ft. high by 40 ft.; Ex. Hall, 17 ft. high by 13 ft.
Elevators and Capacities: One, 6,000 lbs.
Columns: 25 ft. centers
Utilities: AC and DC 110-220
Storage Areas: Adequate
Meeting Rooms and Capacities: Theater, 2,801; Stem Hall, 1,250; Ramsey Hall, 550; two small halls, 150 each; 14 committee rooms
Facilities for Food Functions and Banquet Capacity: Refreshment service; caterers can stage banquet for 4,000
Parking Facilities: Adequate adjacent lots
Distance from Business District: Three blocks

Lowry Hotel (HSMA)
4th & Wabasha (Phone: Cedar 6611)
Manager: W. C. Wolf
Sales Manager: Frank Bellizzi
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 10 suites available)
Convention Rates: Single: $4.50 to $8; Double: $6.50 to $12; Suites: $15 to $25
No. Mtg. Rms. & Capacity of Largest: 5 (1,000)
No. Banquet Rms. & Capacity of Largest: 3 (600)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.85; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None for conventions
Net Exhibit Space: 10,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

St. Paul Hotel
363 St. Peter St. (Phone: Capital 2-4114)
Manager: R. R. Sheadle
Sales Manager: Frank H. Bellizzi
Convention Season: All year
Largest Group Accommodated: 600 (250 rooms and 20 suites available)
Convention Rates: Single: $5.50; Double: $9; Suites: $17.50 to $40
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 4 (650)
Rates for Meals: Breakfast: $1 to $1.50; Lunch: $1 to $2; Dinner: $2.75 to $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None for conventions
Net Exhibit Space: 7,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

MISSOURI

EXCELSIOR SPRINGS

Railroads: C.R.I. & P.; Wab.; C.M. St. P. & P.

The Elms Hotel
Manager: Burton Ryder
Convention Season: All year
Largest Group Accommodated: 300 (250 rooms and 12 suites available)
Convention Rates: Single: from $14; Double: from $24; Suites: from $30. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 4 (400)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Nex Exhibit Space: 4,800 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming

JOPLIN

Railroads: A.T. & S. Fe.; Frisco Sys.; Mo. Pac.; M.K. & T.; K.C. So.; M. & A.
Airlines: AAL, BNF

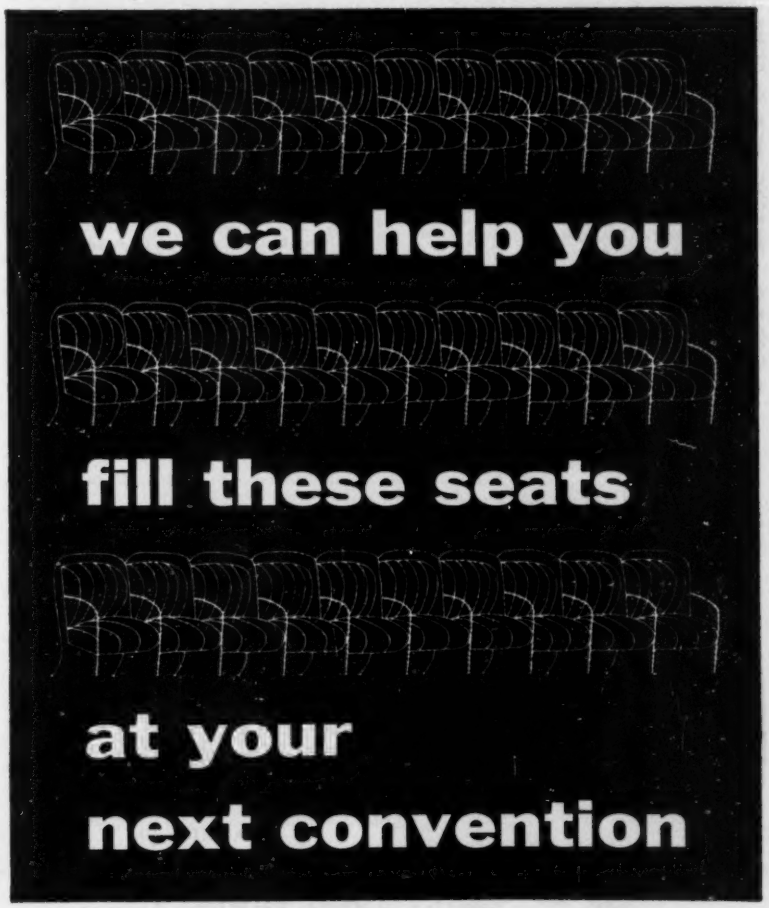
Connor Hotel
4th & Main (Phone: 5100)
Manager: Judd T. Sampson
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms and 10 suites available)
Convention Rates: Single: $2.50 to $5.50; Double: $4.50 to $8.50; Suites: $8.50 to $18
No. Mtg. Rms. & Capacity of Largest: 6 (450)
No. Banquet Rms. & Capacity of Largest: 6 (325)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: 85c to $2; Dinner: $1.50 to $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, 116 bedrooms air cooled
Charges for Banquet & Mtg. Rms.: $7.50 to $60
Visual Aids Available: Screens
Other Equipment Available: PA system
Parking: $1 per night

KANSAS CITY

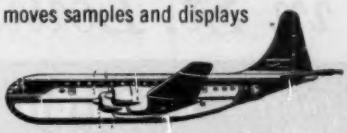
Railroads: Santa Fe; Burl.; G.M. & O.; C. Gt. W.; C.M. St. P. & P.; Frisco; K.C. So.; M.K. & T.; Mo. Pac.; Wab.; U.P.; R.I. & P.; K.C. K.V.; Str.
Airlines: TWA, BNF, CAL, DEL-C&S

AUDITORIUM

Municipal Auditorium
1310 Wyandotte (HA 8000)
Manager: Clarence B. Hoff, Director
Exhibit Areas: Exhibition Hall, 90,000 sq. ft.



We will show your members how Northwest's complete service makes it practical for them to attend. Northwest's coast to coast service includes first class, economical Tourist, half-fare Family Plan, all-expense side trips. Northwest's Air Cargo moves samples and displays fast. Ask at any Northwest office or Northwest Orient Airlines, 1885 University Ave., St. Paul 1, Minn.



NORTHWEST *Orient* AIRLINES
Short route to the Orient

WEST NORTH CENTRAL

Mo., Kansas City (cont.)

Rental Fees: Vary according to usage
Floor Load: Unlimited **Ventilation:** Air Conditioned
Ceiling Height: 11 ft. and 25 ft. **P. A. System:** None
Dimensions, Opening to Exhibit Hall: Truck door
Columns: 4 ft. sq. and 5 ft. sq.
Utilities: 110-215 volt, 3 phase AC; water, gas, steam
Loading Facilities: Direct to booth
Storage Areas: 25,000 ft. adjoining
Meeting Rooms and Capacities: 26 to seat from 25 to 425
Facilities for Food Functions: No kitchen but can seat 3,000 at banquet
Parking Facilities: 2,000 cars can park in immediate vicinity
Distance from Business District: Three blocks

The New Hotel Aladdin
1213 Wyandotte St. (Phone: Victor 0371)
Manager: Ralph Pellow
Sales Manager: Juanita H. Huppe
Convention Season: All year
Largest Group Accommodated: 400 (150 rooms and 10 suites available)
Convention Rates: Single: $4 to $8; Double: $6 to $10; Suites: $18 to $20
No. Mtg. Rms. & Capacity of Largest: 2 (400)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Rates for Meals: Breakfast: 75c to $1; Lunch: from $1.50; Dinner: from $2.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 3,000 sq. ft. on one floor
Other Equipment Available: PA system, stage
Parking: $1.25 per day

Continental Hotel
11th & Baltimore (Phone: Ha 6040)
Manager: R. E. McEachin
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 12 suites available)
Convention Rates: Single: from $5; Double: from $8; Suites: $20
No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (600)
Rates for Meals: Breakfast: from 75c; Lunch: from $1; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: 50% of hotel
Charges for Banquet & Mtg. Rms.: from $12.50
Net Exhibit Space: 4500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

your headquarters
in St. Louis

HOTELS Mayfair
Lennox ST. LOUIS
TELETYPE SL 139

Muehlebach Hotel
12th St. & Baltimore Ave. (Phone: Gr. 1400)
Manager: Barney L. Allis
Sales Manager: Lloyd T. Griswold
Convention Season: All year
Largest Group Accommodated: 450 (250 rooms and 50 suites available)
Convention Rates: Single: $6; Double: $8; Suites: $19 to $55
No. Mtg. Rms. & Capacity of Largest: 16 (1,000)
No. Banquet Rms. & Capacity of Largest: 16 (850)
Rates for Meals: Breakfast: $2; Lunch: $2.50; Dinner: $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 9,200 sq. ft. on one floor
Visual Aids Available: Projection booth, screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per day

Phillips Hotel (HSMA)
12th & Baltimore (Phone: Grand 5020)
Manager: C. E. Phillips
Sales Manager: Bea Kennedy
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 6 suites available)
Convention Rates: Single: $6 to $8; Double: $8 to $10; Suites: $17, $20 and $25
No. Mtg. Rms. & Capacity of Largest: 6 (300)
No. Banquet Rms. & Capacity of Largest: 6 (250)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 50% of bedrooms
Other Equipment Available: PA system
Parking: $1.50

Hotel President
14th & Baltimore (Phone: Gr. 5440)
Manager: Frank J. Dean, Jr.
Sales Manager: Harold Bosworth
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 18 suites available)
Convention Rates: Single: $5 to $7; Double: $6 to $10; Suites: $20 to $35
No. Mtg. Rms. & Capacity of Largest: 14 (700)
No. Banquet Rms. & Capacity of Largest: 14 (700)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: $1 to $2.50; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if meals served
Net Exhibit Space: 7,470 sq. ft. on 2 floors
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: 50c to $1

ST. JOSEPH

Railroads: A.T. & S.F.; C.B. & Q.; C.G.W.; C.R.I. & P.; Mo. Pac.; U.P.
Airlines: BNF

AUDITORIUM

Municipal Auditorium
4th and Farnon Sts. (Phone: 4-5663)
Manager: Lewis Wallace
Exhibit Areas: Main Arena, 9,600 sq. ft.; basement, 8,000 sq. ft.; small exhibit room, 4,375 sq. ft.
Rental Fees and Services: $150 per day, includes heat, light, cleaning
Floor Load: Unlimited
Ceiling Height: 60 ft.
P. A. System: Available
Dimensions, Opening to Exhibit: 20 ft. wide by 16 ft. high
Utilities: AC current, 220 volts
Loading Facilities: Railroad siding
Storage Areas: Basement
Meeting Rooms and Capacities: One, 500
Facilities for Food Functions: None
Parking Facilities: Good
Distance from Business District: Three blocks

Hotel Robidoux (HSMA)
5th & Francis (Phone: 4-0981)
Manager: Robert L. Miller
Convention Season: All year
Largest Group Accommodated: 450 (250 rooms and 10 suites available)
Convention Rates: Single: from $4; Double: from $4.50; Suites: $12.50
No. Mtg. Rms. & Capacity of Largest: 12 (600)
No. Banquet Rms. & Capacity of Largest 8 (400)
Rates for Meals: Breakfast: from 50c; Lunch: from 75c; Dinner: from $1.25
Liquor: Served in hotel
Air Conditioning: 50 bedrooms
Charges for Banquet & Mtg. Rms.: None when food served
Net Exhibit Space: 7,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: 35c for 2 hours, 50c for 3 to 5 hours, $1 overnight

ST. LOUIS

Railroads: G.M. & O.; B. & O.; Burl.; L. & M.; N.Y.C.; Frisco Sys.; Ill. Cent.; L. & N.; M.K. & T.; Mo. Pac.; C. & E.I.; C.R.I. & P.; T.R.R. of St. L.; N.Y.C. & St. L.; M'frs; Penna.; Ill. Term; St. L.S.W.; St. L. & O'F.; So. Ry.; Wab.
Airlines: AAL, EAL, TWA, DEL-C&S, CAL, BNF

AUDITORIUM

Henry W. Kiel Auditorium
Market St., between 14th & 15th St. S. (CHestnut 1010)
Manager: Louis J. Gualdoni
Exhibit Areas: Convention Hall, 20,000 sq. ft.; Promenade, 20,000 sq. ft.; Exposition Hall, 100,000 sq. ft.
Rental Fees: Depends on Event
Floor Load: Convention Hall and Promenade, 500 lbs. per sq. ft.; Exposition Hall, unlimited
Ventilation: Forced air and air conditioning
Ceiling Heights: Exposition Hall, 14 to 20 ft.; Convention Hall, 90 ft.
P.A. System: Available
Dimensions, Opening to Exhibit Hall: 20 by 19 ft.
Columns: None in Convention Hall or Promenade; vary in Exposition Hall
Utilities: AC and DC current, hot and cold water, steam, compressed air, gas and drainage
Loading Facilities: Truck unloading on Exposition Hall floor
Storage Areas: Ample
Meeting Rooms and Capacities: One seats 10,500; one seats 3,500; four seat 700 each; 13 seat various capacities from 75 to 300.
Facilities for Food Functions: Banquet facilities for 3,000 in one room
Parking Facilities: Ample
Distance from Business District: In business district

Chase-Park Plaza Hotels (HSMA)
212-220 N. Kingshighway (Phone: Forest 1-2500)
Manager: Chase-Frank W. Case, Park Plaza—Jack Flynn
Sales Manager: Bob Ross
Convention Season: All year
Largest Group Accommodated: 800 (300 rooms and 100 suites available)
No. Mtg. Rms. & Capacity of Largest: 23 (1,200)
No. Banquet Rms. & Capacity of Largest: 23 (1,400)
Rates for Meals: Breakfast: from 85c; Lunch: from $1.35; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 10,000 sq. ft. on one floor
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 overnight
Sports Facilities: Swimming pool, Golf, Tennis, Riding, Boating

Jefferson Hotel (HSMA)
12th & Locust Sts. (Phone: Main 4600)
Manager: Joseph A. Harper
Sales Manager: Gregory R. Lucy
Convention Season: All year
Largest Group Accommodated: 1,100 (525 rooms and 34 suites available)
Convention Rates: Single, $6 to $9; Double: $9 to $12; Suites: $24 to $37.50
No. Mtg. Rms. & Capacity of Largest: 13 (1,600)
No. Banquet Rms. & Capacity of Largest: 13 (1,100)
Rates for Meals: Breakfast: $1.75; Lunch: $2.75; Dinner: $3.75
Liquor: Served in hotel, except on Sunday
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if 60% or more of those attending meeting are guests in hotel
Net Exhibit Space: 20,960 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.75 for 24 hours, $10 a week

Lennox Hotel

See Advertisement, Page 98

9th & Washington (Phone: Central 1-7200)
Manager: William Victor
Convention Season: All year
Largest Group Accommodated: 300 (300 rooms and 20 suites available)
Convention Rates: Single: from $5; Double: from $6.50; Suites: from $16.50
No. Mtg. Rms. & Capacity of Largest: 4 (150) Folding doors open up between rooms to hold 300
No. Banquet Rms. & Capacity of Largest: 4 (150)
Rates for Meals: Meals are ala carte
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if food or beverage is served. Otherwise, $25, $50, $100
Net Exhibit Space: 3,089 sq. ft. on mezannine
Visual Aids Available: Projector and screens
Other Equipment Available: PA system, spotlights
Parking: $1.50 for 24 hours

Mayfair Hotel (HSMA)

See Advertisement, Page 98

8th & St. Charles (Phone: CE 1-7500)
Manager: C. Gordon Heiss
Sales Manager: Miss Jean Hatcher
Convention Season: All year
Largest Group Accommodated: 200 (200 rooms and 30 suites available)
Convention Rates: Single: $5 to $10; Double: $6.50 to $14; Suites: $15 to $18
No. Mtg. Rms. & Capacity of Largest: 5 (75)
No. Banquet Rms. & Capacity of Largest: 5 (75)
Rates for Meals: Breakfast: 70c; Lunch: $1.15; Dinner: $1.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: from $20
Other Equipment Available: PA system, spotlights
Parking: $1. 75 for 24 hours

Melbourne Hotel

3601 Lindell (Phone: Olive 2-2500)
Manager: Ray E. Karr
Convention Season: All year
Largest Group Accommodated: 550 (275 rooms and 10 suites available)
Convention Rates: Single: from $4.50; Double: from $6.50; Suites: $13.50 to $25
No. Mtg. Rms. & Capacity of Largest: 6 (250)
No. Banquet Rms. & Capacity of Largest: 6 (200)
Rates for Meals: Breakfast: $1.75; Lunch: from $2.25; Dinner: $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 100 bedrooms and 3 suites
Charges for Banquet & Mtg. Rms.: None if hotel is convention headquarters
Visual Aids Available: Blackboards, lecturns, movie screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 overnight
Sports Facilities: Golf

Sheraton Hotel (HSMA)

See Advertisement, Page 99

3701 Lindell Blvd. (Phone: Jefferson 7700)
Manager: H. deF. Nyboe
Sales Manager: Bill Howard
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms and 16 suites available)
Convention Rates: Single: $5.85; Double; $9.85; Suites: $10.85
No. Mtg. Rms. & Capacity of Largest: 13 (600)
No. Banquet Rms. & Capacity of Largest: 13 (550)
Rates for Meals: Breakfast: $1.85 to $2; Lunch: from $2.50; Dinner: from $3.85
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, and 85% of bedrooms
Charges for Mtg. Rms.: $7.50 to $250
Net Exhibit Space: 10,690
Other Equipment Available: PA system, spotlights, stage
Parking: Garage—$1.75, lot—$1.25

Statler Hotel

See Advertisement, Page 9

9th & Washington (Phone: Central 1400)
Manager: A. H. Zugger
Sales Manager: C. T. Barrett
Convention Season: All year
Largest Group Accommodated: 750 (450 rooms and 14 suites available)
Convention Rates: Single: $5 to $9.50; Double: $7.50 to $17; Suites: $29.50 to $32
No. Mtg. Rms. & Capacity of Largest: 14 (800)
No. Banquet Rms. & Capacity of Largest: 14 (500)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2.75; Dinner: from $3.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: No charge fi entire group housed at hotel
Net Exhibit Space: 2,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 for 24 hours

NEBRASKA

LINCOLN

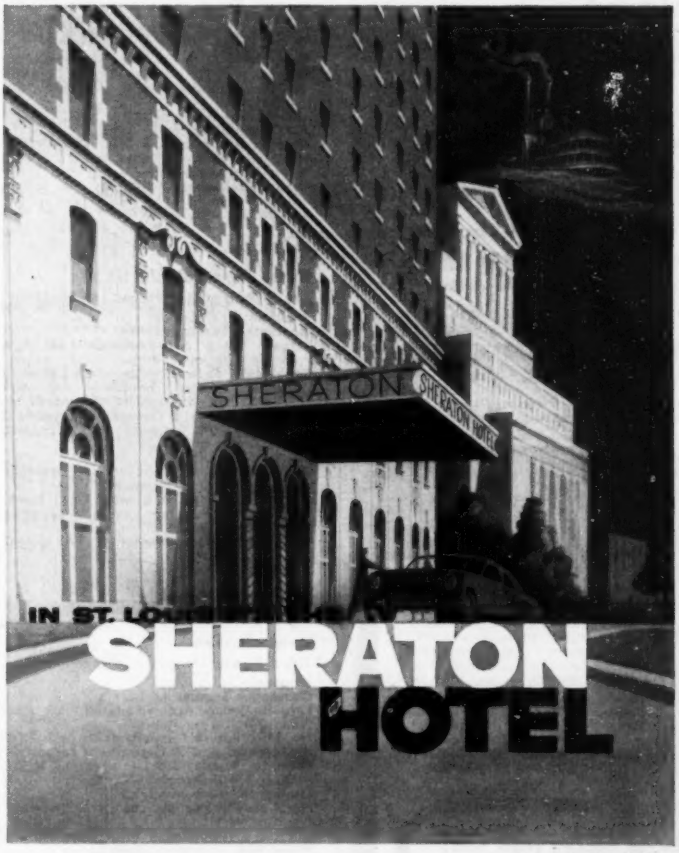
Railroads: C.B. & Q.; C.R.I. & P.; Mo. Pac.; C. & N.W.; U.P.
Airlines: BNF, UAL

Hotel Cornhusker (HSMA)

301 S. 13th (Phone: 2-6971)
Manager: David Shire
Sales Manager: Miss Amber White
Convention Season: All year
Largest Group Accommodated: 700 (300 rooms and 16 suites available)
Convention Rates: Single: $4.50 to $10; Double: $7 to $13; Suites: $24.50 to $26.50
No. Mtg. Rms. & Capacity of Largest: 5 (800)
No. Banquet Rms. & Capacity of Largest: 5 (550)
Rates for Meals: Breakfast: 50c; Lunch: 75c; Dinner: $1.50 in coffee shop. Breakfast: from $1.25; Lunch: from $1.50; Dinner: from $2.50 for banquet service
Liquor: Package only
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,444 sq. ft.
Visual Aids Available: Movie screens
Other Equipment Available: PA system, spotlights, stage
Parking: 20c first hour, 10c each additional hour

Hotel Lincoln

147 N. 9th St. (Phone: 2-6601)
Manager: L. J. Kerwin



Famous Hotel on a Famous Boulevard

Situated on fashionable Lindell Boulevard, the Sheraton Hotel is one of the friendliest hotels in all the midwest. You'll feel instantly at home in its big cheerful lobby. Main Ballroom accommodates 600 for meetings, 550 for banquets. Other function rooms accommodate from 10 to 200 people.

Experienced Convention Staff
H. DeFine Nyboe, General Manager

SHERATON HOTELS
BALTIMORE
BOSTON
BROOKLINE, MASS.
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DETROIT
NEW YORK
PITTSBURGH
PITTSFIELD, MASS.
PROVIDENCE
ROCHESTER
ST. LOUIS
SPRINGFIELD, MASS.
WASHINGTON
WORCESTER

IN CANADA
MONTREAL, QUE.
TORONTO, ONT.
NIAGARA FALLS, ONT.
HAMILTON, ONT.
WINDSOR, ONT.

SHERATON
The Proudest Name in HOTELS

Sales Manager: Mrs. Sarah Craven
Convention Season: All year
Largest Group Accommodated: 650 (218 rooms and 5 suites available)
Convention Rates: Single: $3.75 to $5; Double: $6.50 to $9; Suites: $20
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 8 (460)
Rates for Meals: Breakfast: $1.50 to $1.75; Lunch: $1.75 to $2; Dinner: $2.25 to $3.50
Liquor: Not served in hotel, but package liquor store and tap room in hotel
Air Conditioning: Banquet and meeting rooms. Bedrooms air cooled.
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities ½ block from hotel

OMAHA

Railroads: C.B. & Q.; C. Gt. W.; C.M. St. P. & P.; C.R.I. & P.; Ill. Cent.; Mo. Pac.; C. & N.W.; U.P. Sys.; Wab.
Airlines: BNF, UAL

AUDITORIUMS

Omaha City Auditorium
17th and Capitol
Exhibit Areas: 50,000 sq. ft.
Rental Fees: On application
Floor Load: 100-150 lbs. per sq. ft.
Ventilation: Electric eye
Ceiling Height: 12 ft. under beams
P. A. System: In all rooms
Dimensions, Opening to Exhibit Hall: 12 ft. by 12 ft.
Columns: Arena none; Exhibit Hall, vary from 16 ft. to 30 ft. centers
Utilities: Electricity, water, drainage
Loading Facilities: Two large doors at floor level
Storage Areas: Ample
Meeting Rooms and Capacities: Arena, 12,000; Theatre, 3,200; Convention Hall, 600; plus other smaller rooms

Trade Show Management

THE WM. BAKER TRADE SHOW MANAGEMENT ORGANIZATION INVITES NEW CONTACTS, COAST-TO-COAST. WE PROMOTE AND MANAGE TRADE SHOWS AND EXPOSITIONS OF EVERY KIND, IN BOTH AUDITORIUM AND HOTEL LOCATIONS, ANYWHERE IN THE U. S. A. OUR COMPLETE SERVICE INCLUDES ORGANIZING, FINANCING, SPACE SALES, PUBLICITY, AND ALL MANAGEMENT DETAILS. IF YOU HAVE A TRADE SHOW PROBLEM OR IDEA THAT REQUIRES DEVELOPMENT AND PROMOTION WE WOULD LIKE TO HEAR FROM YOU.

Wm. Baker & Associates
Trade Show Management
3302 Dodge Street — Omaha, Nebraska

Facilities for Food Functions and Banquet Capacity: Caterer can serve 2,000
Parking Facilities: 3,500 cars within two blocks
Distance from Business District: Three blocks

Ak Sar Ben Coliseum
63rd & Shirley (Jackson 8333)
Manager: J. J. Isaacson
Exhibit Areas: 28,000 sq. ft.
Rental Fees and Services: $500 per day, includes heat, light, water
Parking Facilities: Lot for 6,000 cars
Distance from Business District: Three miles

Blackstone Hotel
36th & Farnam St. (Phone: Harney 0945)
Manager: Edward T. Schimmel
Convention Season: All year
Largest Group Accommodated: 50 (25 rooms available)
Convention Rates: Single: from $7; Double: from $9.50; Suites: from $15
No. Mtg. Rms. & Capacity of Largest: 5 (260)
No. Banquet Rms. & Capacity of Largest: 5 (260)
Rates for Meals: Breakfast: 85c; Lunch: $1; Dinner: $2.25
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 2,380 sq. ft.
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities

Hotel Fontenelle
18th & Douglas Sts. (Phone: Atlantic 6226)
President: E. C. Eppley
Convention Season: All year
Largest Group Accomodated: 1,500 (400 rooms and 16 suites available)
Convention Rates: Single: from $5.50; Double: from $8.50; Suites: from $25
No. Mtg. Rms. & Capacity of Largest: 14 (900)
No. Banquet Rms. & Capacity of Largest: (14 (750)
Rates for Meals: Breakfast: from 65c; Lunch: from 85c; Dinner: from $1.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms and two-thirds of bedrooms
Charges for Banquet & Mtg. Rms.: None if convention headquarters, otherwise variable
Net Exhibit Space: 6,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per night

Hotel Paxton
14th & Farnam (Phone: at. 8326)
Manager: Julius Drolick
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms and 7 suites available)
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Rates for Meals: Breakfast: 40c to $1.50; Lunch: 85c to $2.50; Dinner: $1.50 to $6
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: $5 to $20
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

Rome Hotel
16th & Jackson (Phone: At 9354)
Manager: Don Roberts
Sales Manager: R. L. Watkins
Convention Season: All year
Largest Group Accommodated: 575 (300 rooms and 2 suites available)
Convention Rates: Single: $3.50 to $4.50; Double: $5.75 to $8.25; Suites: $10.50
No. Mtg. Rms. & Capacity of Largest: 11 (500)
No. Banquet Rms. & Capacity of Largest: 11 (400)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.75; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 10,120 sq. ft.—all but 1,200 sq. ft. on one floor
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: 50c overnight, $1 all day

NORTH DAKOTA

BISMARCK

Railroads: No. Pac.; Soo Line
Airlines: NWA, BNF

Hotel Patterson
422 Main St. (Phone: 2400)
Manager: Frank Hayes
Convention Season: All year
Largest Group Accommodated: 200 (150 rooms available)
Convention Rates: Single: from $2.85; Double: from $4
No. Mtg. Rms. & Capacity of Largest: 5 (450)
No. Banquet Rms. & Capacity of Largest: 5 (450)
Rates for Meals: Breakfast: 75c; Lunch: $1.25; Dinner: $1.75
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $8 to $20
Other Equipment Available: PA system, stage
Parking: Facilities available

MINOT

Railroads: G.N.; Soo
Airlines: BNF

Clarence Parker Hotel
1st St. & 1st Ave., S.E. (Phone: 51-153)
VP & Gen. Mgr.: Ruth Parker Flowers
Convention Season: All year
Largest Group Accommodated: 256 (131 rooms and 3 suites available)
Convention Rates: Single: $4 to $6; Double: $7.25 to $9.50; Suites: $15 to $20
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Rates for Meals: Breakfast: 25c to $1; Lunch: 75c to $1.50; Dinner: $1.50 to $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $5 to $35
Net Exhibit Space: 4,000 sq. ft. on one floor
Other Equipment Available: PA system, stage
Parking: Facilities available

SOUTH DAKOTA

SIOUX FALLS

Railroads: C.M. St. P. & P.; C.R.I. & P.; Gt. Nor.; Ill. Cent.; C. & N.W.L.
Airlines: BNF

AUDITORIUM

Sioux Falls Coliseum
501 N. Main Ave. (Phone: 8-5531)
Manager: Allan P. Aker
Exhibit Areas: Annex, 22,400 sq. ft.; Auditorium, 10,000 sq. ft.; Armory, 5,000 sq. ft.
Rental Fees and Services: $300 per day; janitor service, light and heat
Floor Load: Unlimited
Ventilation: Good
Ceiling Height: 25 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: Adequate
Columns: None
Utilities: Gas, electricity
Meeting Rooms and Capacities: Auditorium, 2,300; three smaller rooms, 50
Facilities for Food Functions and Banquet Capacity: Can serve banquets up to 1,500
Parking Facilities: Available
Distance from Business District: Two blocks

Cataract Hotel
Manager: W. A. Plummer
Convention Season: All year
Largest Group Accommodated: 450 (225 rooms and 4 suites available)
Convention Rates: Single from $4; Double: from $6.50; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (375)
Rates for Meals: Breakfast: from $1.25; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None for conventions
Net Exhibit Space: 2,900 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

WEST SOUTH CENTRAL

Ark., La., Okla., Tex.

ARKANSAS

FORT SMITH

Railroads: Frisco; K.C. So.; Mid. Val.; M.P.
Airlines: BNF

Goldman Hotel

1215 Garrison Ave. (Phone: 22061)
Gen. Manager: John R. England
Res. Manager: Wm. P. England
Convention Season: All year
Largest Group Accommodated: 500 (140 rooms and 10 suites available)
Convention Rates: Single: from $4; Double: from $6; Suites: from $12.50
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Rates for Meals: Breakfast: from 65c; Lunch: from $1; Dinner: from $1.50. Prices quoted are Coffee Shop prices
Liquor: Package stores only—half-pint smallest unit
Air Conditioning: 2 banquet and meeting rooms, 45% of bedrooms
Charges for Banquet & Mtg. Rms.: $35 to $50
Net Exhibit Space: Room for 12 8' x 10' booths on lobby floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities

Ward Hotel (HSMA)

523 Garrison (Phone: 22031)
Manager: Frank Volkner
Convention Season: All year
Largest Group Accommodated: 250 (200 rooms and 4 suites available)
Convention Rates: Single: $2.50 to $6; Double: $4.50 to $8; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 2 (150)
Rates for Meals: Breakfast: $.90; Lunch: from $.90; Dinner: from $1.25
Liquor: Package only
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft.
Other Equipment Available: PA system, spotlights
Parking: Free facilities. Also garage at $1
Sports Facilities: Golf, Tennis, Fishing, Swimming

HOT SPRINGS

Railroads: C.R.I. & P.; M.P.
Airlines: DEL-C&S

Majestic Hotel

201 Park Ave. (Phone: 3400)
Manager: Noel Daniell
Convention Season: April 16 to January 14
Largest Group Accommodated: 100 (90 rooms and 15 suites available with facilities in nearby hotels for additional delegates)
Convention Rates: Single: $5; Double: $9; Suites: $12.50 to $20
No. Mtg. Rms. & Capacity of Largest: 3 (90)
No. Banquet Rms. & Capacity of Largest: 3 (75)
Rates for Meals: Breakfast: $.75 to $1.50; Lunch: $1 to $2.50; Dinner: $2 to $6
Liquor: Package only
Air Conditioning: Bedrooms and public space
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 600 sq. ft.
Visual Aids Available: 16 mm projector
Parking: $1.25 per day

LITTLE ROCK

Railroads: M.P.; C.R.I. & P.
Airlines: AAL, DEL-C&S, BNF

AUDITORIUM

Robinson Memorial Auditorium

Markham & Broadway (Franklin 2-4154)
Manager: A. W. Harville
Exhibit Areas: Exhibition Hall, 12,000 sq. ft.; Lecture Hall, 3,000 sq. ft.
Rental Fees and Services: Exhibition Hall, $200 per day; Lecture Hall, $50 per day; light, heat, janitor service included
Ventilation: Air conditioned
Ceiling Height: 9 ft. at lowest point
P. A. System: Available
Dimensions, Opening to Exhibit Hall: Freight door, 10 ft. 11 in. by 8 ft. 7 in.
Columns: 12 in Exhibition Hall
Utilities: 110-220 current
Loading Facilities: Freight doors
Storage Areas: Limited
Meeting Rooms and Capacities: Music hall, 3,000; Lecture Hall, 400
Facilities for Food Functions and Banquet Capacity: Banquet for 1,000 can be catered by outside organization
Parking Facilities: Limited
Distance from Business District: Three blocks

Albert Pike Hotel

See Advertisement, Page 101
7th & Scott St. (Phone: Fr 2-5211)
Manager: Walter E. Davis
Convention Season: All year
Largest Group Accommodated: 140 (70 rooms and 10 suites available)
Convention Rates: Single: from $4; Double: $6; Suites: $20
No. Mtg. Rms. & Capacity of Largest: 7 (140)
No. Banquet Rms. & Capacity of Largest: 7 (140)
Rates for Meals: Breakfast: 65c; Lunch: $1; Dinner: $1.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if meals served
Net Exhibit Space: 2,500 sq. ft. on one floor
Other Equipment Available: Spotlights, stage
Parking: $1 per day
Sports Facilities: Golf, Fishing, Swimming, Horseback riding

Hotel Grady Manning

See Advertisement, Page 101
Markham & Main Sts. (Phone: FR 2-5141)
Manager: R. M. Eubanks, Jr.
Convention Season: All year
Largest Group Accommodated: 150 (150 rooms and 6 suites available)
Convention Rates: Single: from $3.75; Double: from $6; Suites: $12
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 3 (150)

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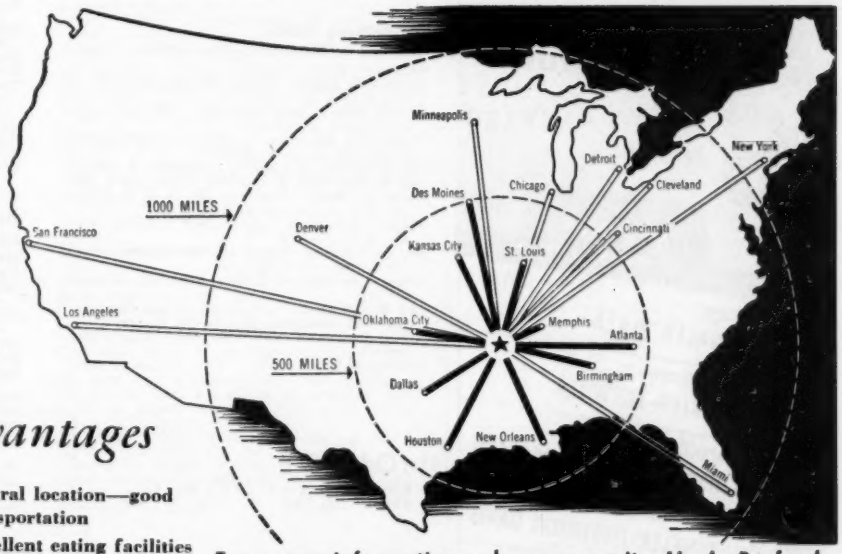

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Rates for Meals: Breakfast: 75c to $1.50; Lunch: 85c to $1.50; Dinner: from $1.50
Liquor: By bottle or private bars
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None with meals
Net Exhibit Space: 1,000 sq. ft. on one floor
Other Equipment Available: Spotlights, stage
Parking: $1 for 24 hours
Sports Facilities: Golf, Swimming, Tennis, Horseback riding

Hotel Lafayette

See Advertisement, Page 101

6th & Louisiana (Phone FR 2-6202)
Manager: Joe Matthew
Convention Season: All year
Largest Group Accommodated: (200 rooms and 24 suites available)
Convention Rates: Single: $3.50; Double: $5.50; Suites: from $12
No. Mtg. Rms. & Capacity of Largest: 7 (600)
No. Banquet Rms. & Capacity of Largest: 7 (500)
Rates for Meals: Breakfast: $1; Lunch: $1.50; Dinner: $2
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None with meals
Net Exhibit Space: 5,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: 75c per day
Sports Facilities: Golf, Fishing, Swimming, Horseback riding

Hotel Marion

See Advertisement, Page 101

200 West Markham (Phone: Franklin 5-8241)
Manager: Ben R. Shelley
Convention Season: All year
Largest Group Accommodated: 700 (500 rooms and 15 suites available)
Convention Rates: Single: $3.50 to $9; Double: $5.50 to $11; Suites: $15 to $32.50

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For full information address
Convention Manager, Dinkler Hotels
The Dinkler Plaza, Atlanta 1, Georgia

No. Mtg. Rms. & Capacity of Largest: 12 (700)
No. Banquet Rms. & Capacity of Largest: 12 (600)
Rates for Meals: Breakfast: from 65c; Lunch: from 75c; Dinner: from $1
Liquor: Package only
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: from $10
Visual Aids Available: Motion picture screen. Projector can be rented at nominal sum.
Other Equipment Available: PA system, spotlights, stage
Parking: Two garages at $1 per night
Sports Facilities: Golf, Riding, Swimming nearby

LOUISIANA

ALEXANDRIA

Railroads: So. Pac.; T. & P.; L. & A.; C.R.I. & P.; Mo. Pac.
Airlines: DEL-C&S

Bentley Hotel (HSMA)

200 DeSoto St. (Phone: 2-3371)
Manager: Coleman J. Hudson
Convention Season: All year
Largest Group Accommodated: 350 (300 rooms and 7 suites available)
Convention Rates: Single: $4 to $8; Double: $5 to $9.50; Suites: $12 to $25
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: from 40c; Lunch: from 85c; Dinner: from $1.65
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: from $10 per day
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per night

BATON ROUGE

Railroads: I.C.; L. & A.; Mo. P.
Airlines: DEL-C&S, EAL, SOU

Heidelberg Hotel

Lafayette at Convention (Phone: 2-7721)
Manager: M. W. O'Rourk
Convention Season: All year, except from May 10 to July 10 on even years
Largest Group Accommodated: 300 (150 rooms and 5 suites available)
Convention Rates: Single: $5.50 to $8.50; Double: $7.50 to $13.50; Suites: $23.50
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: 70c to $1.15; Lunch: 95c to $1.45; Dinner: $1.85 to $3.25
Liquor: Served in hotel except Sundays, when only wine is served
Air Conditioning: 3 banquet and meeting rooms, 140 bedrooms and all suites
Charges for Banquet & Mtg. Rms.: $10, $15 and $37.50
Net Exhibit Space: 4,554 sq. ft. on one floor
Visual Aids Available: Blackboard, 2 screens
Other Equipment Available: PA system, spotlights
Parking: $1.29 overnight

MONROE

Railroads: A. & L.M.; I.C.; Mo. Pac.
Airlines: DEL-C&S

Virginia Hotel

122 St. John (Phone: 2-5141)
Manager: Lawrence J. Hulin
Convention Season: All year
Largest Group Accommodated: 600 (175 rooms and 10 suites available)
Convention Rates: Single: from $3.50; Double: from $5.50; Suites: from $7.50
No. Mtg. Rms. & Capacity of Largest: 3 (600)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Rates for Meals: Breakfast: 65c; Lunch: $1; Dinner: $1.35
Liquor: Served in hotel
Air Conditioning: Entire hotel
Other Equipment Available: PA system, spotlights, stage
Parking: 50c and 75c

NEW ORLEANS

Railroads: Ill. Cent.; G.M. & O.; L. & A.; Gulf Coast Lines; So. Pac.; L. & N.; La. So.; M.P.; N.O. & N.E.; N.O. & L.C.; T. & P.
Airlines: BNF, EAL, NAL, DEL-C&S, PAA, TACA, CAP, SOU

AUDITORIUM

Municipal Auditorium

1201 St. Peter St. (RAymond 8441)
Manager: William A. Coker
Exhibit Areas: Arena, 32,250 sq. ft.; Annex, 26,408 sq. ft.
Rental Fees: Auditorium, $495 per day; Concert Hall, $330 per day; Annex, $385 per day; half of Annex, $211.75 per day.
Floor Load: 200 lbs. per sq. ft. **Ventilation:** Arena, air conditioned
Ceiling Height: Arena, 66 ft.; Annex, 14 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: Arena, 10 ft. by 10 ft. 9 in.; Annex, 12 ft. 8 in. by 13 ft. 4 in.
Elevators and Capacities: Two passenger; one freight, 10,000 lbs.
Columns: None in Arena; 14 in. columns on 17 ft. and 21 ft. centers in Annex
Utilities: AC current, 3 phase, 4-wire distribution, 220 volts; gas, water
Loading Facilities: Hand truck; railroad siding
Storage Areas: Annex
Meeting Rooms and Capacities: First, second and third floors—50 to 500
Facilities for Food Functions: Can be installed to serve banquet of 2,000
Parking Facilities: Directly across from building
Distance from Business District: One mile

Jung Hotel (HSMA)

See Advertisement, Page 103

1500 Canal St. (Phone: MA 4471)
Manager: Ray Cantrell
Sales Manager: Emmett J. Bieger
Convention Season: All year, except Sugar Bowl —Dec. 29 to Jan. 1, and Mardi Gras
Largest Group Accommodated: 1,500 (600 rooms and 40 suites available)
Convention Rates: Single: from $6.50; Double: from $9; Twin: from $10; Suites: from $21
No. Mtg. Rms. & Capacity of Largest: 12 (1,500)
No. Banquet Rms. & Capacity of Largest: 12 (1,000)
Rates for Meals: Breakfast: from $1.25; Lunch: from $2; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None for meeting rooms when used for business sessions by conventions.
Net Exhibit Space: 10,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per day plus 3% sales tax

New Hotel Monteleone

214 Royal St. (Phone: Magnolia 3341)
Manager: A. F. Spatafora
Convention Season: Apr. to Oct.
Largest Group Accommodated: 200 (100 rooms and 5 suites available)
Convention Rates: Single: $6 to $9; Double: $8 to $14; Suites: $21 to $31
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 3 (250)
Rates for Meals: Breakfast: 45c to $2.35; Lunch: 75c to $2.25; Dinner: $1.50 to $2.85
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Small room—$15 to $35 per day, large room—$35 per day, plus 3% tax
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1.55 for 24 hours, lot $1.03

The Pontchartrain Hotel (HSMA)

2031 St. Charles Ave. (Phone: Tu 0581)
Manager: E. Lysle Aschaffenburg
Sales Manager: J. Albert Lyle
Convention Season: May to Dec.
Largest Group Accommodated: 25 (10 rooms and suites available)
Convention Rates: Single: $6; Double: $14; Suites: $25 to $40
No. Mtg. Rms. & Capacity of Largest: 1 (40)
No. Banquet Rms. & Capacity of Largest: 1 (40)
Rates for Meals: Breakfast: $1; Lunch: $1.50; Dinner: $3
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Parking: $1 per night

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MEXICO CITY—10-4800

Roosevelt Hotel (HSMA)
123 Baronne St. (Phone: Magnolia 2371)
Manager: A. C. Bellande
Sales Manager: Al Bourgeois
Convention Season: All year, except Sugar Bowl and Mardi Gras period
Largest Group Accommodated: 1,000 (500 rooms and 45 suites available)
Convention Rates: Single: $7 to $9; Double: $9 to $12; Twin: $14 and $15; Suites: from $30
No. Mtg. Rms. & Capacity of Largest: 11 (2,500)
No. Banquet Rms. & Capacity of Largest: 11 (1,500)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2; Dinner: from $4
Liquor: Served in hotel
Convention Season: All year
Charges for Banquet & Mtg. Rms.: None if convention headquarters
Net Exhibit Space: 22,000 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: $2.06 for 24 hours, in and out service

St. Charles Hotel
See Advertisement, Page 102
St. Charles Ave. (Phone: Raymond 8881)
Manager: John J. O'Leary
Convention Season: All year
Convention Rates: Single: $5 to $8; Double: $8 to $10; Twins: $10 to $14
No. Mtg. Rms. & Capacity of Largest: 6
No. Banquet Rms. & Capacity of Largest: 6
Rates for Meals: Breakfast: $1.50 to $2.25; Lunch: $1.75 to $3.50; Dinner: $2.75 to $7
Liquor: Served in hotel
Air Conditioning: Entire hotel
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 for 24 hours

SHREVEPORT

Railroads: I.C.; K.C.S.; L. & A.; St. L.S.W.; S. P.; T. & P.
Airlines: BNF, DEL-C&S

Captain Shreve Hotel
Market & Travis Sts. (Phone: 2-9351)
Manager: O. L. Dauterive
Convention Season: All year
Largest Group Accommodated: 300 (300 rooms and 14 suites available)
Convention Rates: Single: $5 to $10; Double: $7 to $12; Suites: $12 to $45
No. Mtg. Rms. & Capacity of Largest: 6 (350)
No. Banquet Rms. & Capacity of Largest: 6 (350)
Rates for Meals: Breakfast: 50c to $1.20; Lunch: 90c to $1.35; Dinner: $1.50 to $2.75
Liquor: Served in hotel
Air Conditioning: Bedrooms
Charges for Banquet & Mtg. Rms.: $25 to $125
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per night

Washington Youree Hotel
Edward & Travis (Phone: 2-2121)
Resident Manager: Alb. L. Dietz
Convention Season: All year
Largest Group Accommodated: 400 (175 rooms and 18 suites available)
Convention Rates: Single: from $4; Double: from $5.50; Suites: from $12
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (600)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.75; Dinner: from $2
Air Conditioning: Banquet and meeting rooms, and 80% of bedrooms
Charges for Banquet & Mtg. Rms.: from $8
Other Equipment Available: PA system, spotlights, stage
Parking: $1 for 24 hours

OKLAHOMA

OKLAHOMA CITY

Railroads: Santa Fe; C.R.I. & P.; OK. C.A.A.; M.K. & T.; Frisco Sys.
Airlines: AAL, BNF, CAL, CEN

AUDITORIUM

Municipal Auditorium
201 N. Dewey (CE 2-6418)
Manager: Dee Fuller

HERE'S WHY . . .

The HUCKINS is one of OKLAHOMA CITY'S Favorite Meeting Places

IMAGINE . . .

You can get out of your car on the sixth floor of our garage and walk directly into the hotel and its spacious sample rooms.

AND THAT'S NOT ALL . . .

You have dozens of other conveniences and facilities like:

- Air-conditioned meeting hall for 250
- Air-conditioned banquet halls for large and small groups
- Private dining rooms for executive groups
- Air-conditioned bedrooms
- And the Finest Food you've ever eaten

CONVINCED?

Come and see for yourself how much more your group gets out of a meeting when it is set in comfort and convenience of this truly hospital meeting site.

Exhibit Areas: Zebra Room, 38,000 sq. ft.; Main Auditorium, 14,000 sq. ft.; Mirror Room, 5,000 sq. ft.
Rental Fees and Services: Rentals include heat, light and cleaning
Ventilation: Air conditioning
Ceiling Height: Main Aud., 40 ft.; Mirror Room, 23 ft. Zebra Room, 14 to 16 ft.; **P. A. System:** In all halls
Dimensions, Opening to Exhibit Hall: 10 ft. 6 in. by 18 ft.
Elevators: One elevator
Columns: None in Auditorium and Mirror Room; behind drapes in Zebra Room
Utilities: 110-220 volt AC current
Loading Facilities: Trucks drive into Zebra Room
Storage Areas: 450 sq. ft., plus unused rooms
Meeting Rooms and Capacities: 10 meeting rooms from 25-600
Facilities for Food Functions and Banquet Capacity: Can handle banquet to 3,500
Parking Facilities: Seven parking lots within half block
Distance from Business District: In downtown district

Huckins Hotel

See Advertisement, Page 103

20 No. Broadway (Phone: Forest 5-4341)
Manager: Paul Huckins
Convention Season: All year
Largest Group Accommodated: 250 (300 rooms available)
Convention Rates: Single: $3.50 to $6.50; Double: $4.50 to $10; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Rates for Meals: Breakfast: from $1; Lunch: from $1; Dinner: from $2
Liquor: Not sold
Air Conditioning: Banquet & meeting rooms, 175 bedrooms
Charges for Banquet & Mtg. Rms.: No charge if food served. Otherwise variable.
Net Exhibit Space: 5,000 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: Garage $1 overnight

Oklahoma Biltmore Hotel (HSMA)

See Advertisement, Page 104

228 West Grand (Phone: Regent 6-5611)
Managing Director: H. P. "Johnnie" Johnson
Sales Manager: Charles F. Kemper
Convention Season: All year
Largest Group Accommodated: 1,000 (300 rooms and 20 suites available)
Convention Rates: Single: $4.25 to $7.25; Double: $7.75 to $9.50; Suites: from $16
No. Mtg. Rms. & Capacity of Largest: 13 (600)
No. Banquet Rms. & Capacity of Largest: 13 (500)
Rates for Meals: Breakfast: $1.25 to $2; Lunch: $2 to $3.50; Dinner: $3.50 to $7
Liquor: Not served in hotel
Air Conditioning: Banquet & meeting rooms, 100 bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 3,592 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: None

The Skirvin Hotels

See Advertisement, Page 105

1st & Broadway (Phone: Central 2-1251)
Manager: Dan W. James
Sales Manager: Clifton Potts
Convention Season: All year
Largest Group Accommodated: 700 (250 rooms & 50 suites available)
Convention Rates: Single: $6; Double: $8; Suites: $20
No. Mtg. Rms. & Capacity of Largest: 12 (1,500)
No. Banquet Rms. & Capacity of Largest: 9 (1,000)
Rates for Meals: Breakfast: from 65c; Lunch: from 90c; Dinner: from $1.25
Air Conditioning: Yes
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 8,200 sq. ft. on one floor
Visual Aids Available: Screens, Blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

STILLWATER

Railroads: A.T. & S.F.

Union Club

Okla. A & M Campus (Phone: 4020)
Manager: Craig Hampton
Convention Season: All year
Largest Group Accommodated: 160 (78 rooms and 2 suites available)
Convention Rates: Single: $4.25 to $5; Double: $6.25 to $7; Suites: $7 to $16
No. Mtg. Rms. & Capacity of Largest: 30 (1,500)
No. Banquet Rms. & Capacity of Largest: 14 (750)
Rates for Meals: Breakfast: from 30c; Lunch: from 85c; Dinner: from $1
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 3,000 sq. ft.
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities

A NEW FREE SERVICE OF SALES MEETINGS MAGAZINE
To help you in Your Meeting Planning
See Page 153

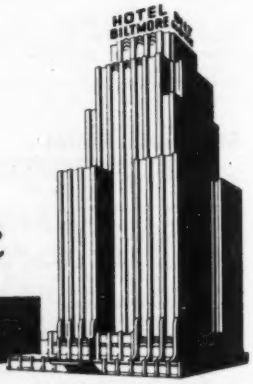
Illustrative of the fine convention and meeting facilities of the Oklahoma Biltmore is the impressive Civic Room — the ballroom. Capacity is 600.

The Southwest's Largest and Finest Convention Hotel

Meeting and Display Rooms with Seating Capacities from 10 to 600.

Air Conditioned
TV • Free Radio

OKLAHOMA Biltmore
OKLAHOMA CITY



CONVENTION CONSULTANT

. . . will assist you in planning your convention or meeting. This service provided without obligation.

H. P. "JOHNNIE" JOHNSON
Managing Director

M. J. REINHART
President

TELETYPE OC 544 TELEPHONE RE 6-5611

HOW *YOU* CAN HAVE A TAILORMADE CONVENTION

In planning a meeting or convention, it's often the "getting started" that's most difficult . . . deciding where to have it, for instance.

You look at hotel literature that usually says about the same thing . . . "Ideal location, complete facilities, experienced staff" and so on. Things that most any good-sized hotel can say.

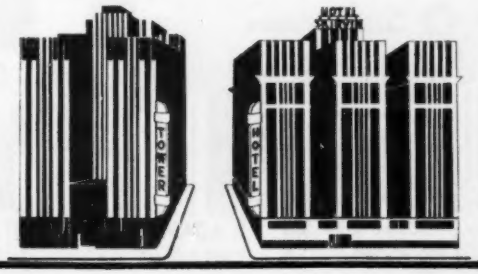
We at the Skirvin emphasize PERSONALIZED SERVICE, and like to approach convention planning in just a little different manner. We like to show you how YOUR meeting can be TAILORMADE to suit your requirements.

In other words, you give us a brief idea of what you have in mind, and we'll tell you exactly what we can do for you . . . suggested modern meeting rooms and facilities, attractive accommodations, and appetizing menus. Chances are you'll be more than pleasantly surprised at the many possibilities.

Another important point: The Oklahoma City Chamber of Commerce is conveniently located on the second floor of the Skirvin Tower, and you'll find their Convention Bureau is anxious to cooperate in planning a truly successful meeting.

All it takes is a word from you to start the ball rolling. You'll get a descriptive, full-color brochure along with the details. May we hear from you soon?

THE **Skirvin** HOTELS



OKLAHOMA CITY

FIRST AT BROADWAY • CEntral 2-1251 • TELETYPE OC 532

DAN W. JAMES, PRESIDENT AND GENERAL MANAGER

TULSA

Where You'll Get More Done...

And Have More Fun.....

—When you schedule your meeting in Tulsa, you KNOW you'll be meeting in one of America's most beautiful and friendly cities. You'll have an efficient central Housing Bureau at your disposal. Every conceivable service for Registration, Publicity, Entertainment, and all other meeting planning. There's plenty to see and do, your convention will be a lot of fun . . . and, you'll get more done . . . in TULSA.

MEET

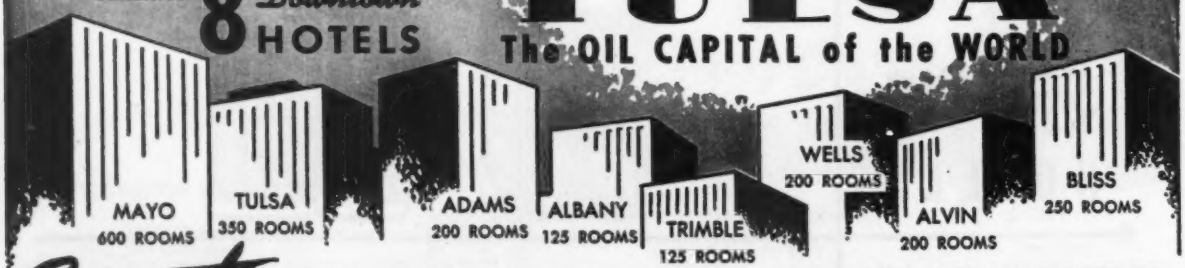
Inexpensively—Centrally—Conveniently in the Nation's "MAGIC EMPIRE"

★ Everything to make your meeting a success! Metropolitan — without "big-city" congestion — Recreation — Industry — Frontier History — Mild Climate

8 *Downtown* HOTELS

TULSA

The OIL CAPITAL of the WORLD



Write **CONVENTIONS DEP'T—TULSA CHAMBER OF COMMERCE**
616 SOUTH BOSTON—TULSA, OKLAHOMA

TULSA

Railroads: M.K. & T.; A.T. & S. Fe.; M.V.; Frisco Sys.; S.S.; T.S.U.
Airlines: AAL, BNF, CAL, CEN

Adams Hotel

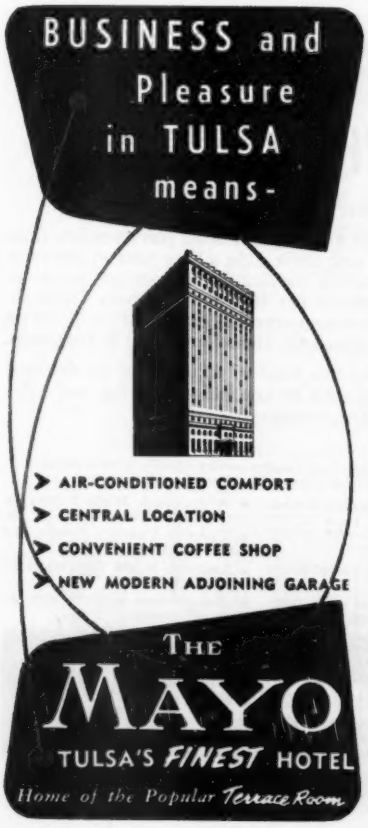
See Advertisement, Page 106

403 S. Cheyenne (Phone: 54-6121)
Manager: Frank J. Burger
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms available)
Convention Rates: Single: $4 to $7.50; Double: $6 to $10
Rates for Meals: Breakfast: 40c to $1; Lunch: 65c to $1.50; Dinner: $1.25 to $3.50
Liquor: Not served in hotel
Other Equipment Available: PA system
Parking: $1.28

Alvin Hotel

See Advertisement, Page 106

629 S. Main (Phone: 4-7181)
Manager: M. T. Simms
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms and 9 suites available)
Convention Rates: Single: $4 to $7.50; Double: $6.50 to $9; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 8 (200)
No. Banquet Rms. & Capacity of Largest: 8 (125)
Rates for Meals: Breakfast: $1; Lunch: $1.25; Dinner: $1.50
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, 100 bedrooms—$1.50 per day extra
Net Exhibit Space: 4,665 sq. ft. on one floor
Other Equipment Available: PA system, spotlights
Parking: $1



Bliss Hotel

See Advertisement, Page 107

2nd & Boston (Phone: 4-8181)
Manager: C. W. Bliss, Sr.
Sales Manager: C. W. Bliss, Jr.
Convention Season: All year
Largest Group Accommodated: 285 (190 rooms available)
Convention Rates: Single: $4; Double: $6
No. Mtg. Rms. & Capacity of Largest: 2 (50)
No. Banquet Rms. & Capacity of Largest: 2 (50)
Rates for Meals: Breakfast: from 90c; Lunch: from 95c; Dinner: from $1.95
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 400 sq. ft. on one floor
Other Equipment Available: PA system
Parking: $1 for 24 hours

The Mayo Hotel

See Advertisement, Page 107

5th & Cheyenne (Phone: 3-2141)
Manager: Frank R. Bentley
Convention Season: All year
Largest Group Accommodated: ... (300 rooms and 15 suites available)
Convention Rates: Single: $7.50; Double: $9.50; Suites: $25 to $50
No. Mtg. Rms. & Capacity of Largest: 10 (600)
No. Banquet Rms. & Capacity of Largest: 10 (600)
Rates for Meals: Breakfast: $1; Lunch: $1.50; Dinner: $2.75
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 5,250 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per night
Sports Facilities: Golf, Swimming, Tennis, Horseback riding

Trimble Hotel

See Advertisement, Page 106

(Phone: 2-2125)
Manager: Jack Wasson
Convention Season: All year
Largest Group Accommodated: 160 (25 rooms available)
Convention Rates: Single: $3 to $3.50; Double: $4.50 to $6
Air Conditioning: Some bedrooms
Parking: 75c for 24 hours

Hotel Tulsa

See Advertisement, Page 106

125 E. Third St. (Phone: 2-4301)
Manager: Hollis H. Hodges
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms & 20 suites available)
Convention Rates: Single: $5; Double: $7; Suites: $20
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: $1.50; Lunch: $1.75; Dinner: $3
Liquor: Not served in hotel
Air Conditioning: Yes
Charges for Banquet & Mtg. Rms.: from $7.50
Other Equipment Available: PA system, spotlights, stage
Parking: $1.00
Sports Facilities: Golf, Swimming, Fishing

Wells Hotel

See Advertisement, Page 106

429 S. Cincinnati (Phone: 3-6101)
Manager: V. W. Dean
Convention Season: All year
Largest Group Accommodated: 200 (136 rooms and 6 suites available)
Convention Rates: Single: from $3.50; Double: from $5; Suites: from $10
Parking: $1

TEXAS

ABILENE

Railroads: Tex. & Pac.; A. & S.; W.V.
Airlines: PAL

Hotel Wooten

N. 3rd & Cypress (Phone: 4-4314)
Manager: J. K. Wallingford
Convention Season: All year
Largest Group Accommodated: 250 (200 rooms and 5 suites available)
Convention Rates: Single: $5 to $8; Double: $7 to $10; Suites: from $12.50
No. Mtg. Rms. & Capacity of Largest: 5 (200)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Liquor: Not served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $10 to $50
Net Exhibit Space: 500 sq. ft. on one floor
Visual Aids Available: Screen, blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: $1

AUSTIN

Railroads: S.P.; M.P.; M.K. & T.
Airlines. BNF, PAL

Commodore Perry Hotel

800 Brazos (Phone: 6-2681)
Manager: E. A. Brown
Convention Season: All year
Largest Group Accommodated: 150 (100 rooms and 18 suites available)
Convention Rates: Single: $5; Double: $8; Suites: $15 to $50
No. Mtg. Rms. & Capacity of Largest: 3 (750)
No. Banquet Rms. & Capacity of Largest: 3 (600)
Rates for Meals: Breakfast: from $1.25; Lunch: $1.50; Dinner: $2
Liquor: Package store in building
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights, stage
Parking: $1 overnight

Driskill Hotel

119 E. 7th St. (Phone: 6-3501)
Manager: J. J. Whatley
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms and 15 suites available)
Convention Rates: Single: $4 to $8; Double: $8 to $15; Suites: $18 to $60
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 5 (450)
Rates for Meals: Breakfast: 60c to $1.50; Lunch: from 65c; Dinner: from 90c
Liquor: Package store only
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.:
Net Exhibit Space: 13,803 sq. ft.
Visual Aids Available: Slide projector, screen
Other Equipment Available: PA system, spotlights
Parking: $1 per night

Stephen F. Austin Hotel

Congress at 7th St. (Phone: 64361)
Manager: John Powell
Sales Manager: Jimmy McMillan
Convention Season: All year
Largest Group Accommodated: 500 (350 rooms and 15 suites available)
Convention Rates: Single: from $4; Double: from $7; Suites: from $10.50
No. Mtg. Rms. & Capacity of Largest: 4 (600)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Rates for Meals: Breakfast: from $1.25; Lunch from $2; Dinner: from $2.50
Liquor: Package store
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None if hotel convention headquarters
Net Exhibit Space: 1,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1 for 24 hours

BEAUMONT

Railroads: So. Pac.; Mo. Pac.; G.C. & Sante Fe; K.C. So.
Airlines: EAL, DEL-C&S, TTA

Hotel Beaumont

Fannin & Orleans Sts. (Phone: 4-7411)
Manager: Robert C. Schieble
Sales Manager: Mrs. Mary Leight
Convention Season: All year, but prefer Thursday through Sunday
Largest Group Accommodated: 250 (200 rooms and 10 suites available)
Convention Rates: Single: from $4; Double: from $6; Suites: from $15
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (450)
Rates for Meals: Breakfast: 45c to $1; Lunch: 80c to $2; Dinner: from $2
Liquor: By bottle. Private bar can be arranged
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $6 to $75
Visual Aids Available: Movie screen, projectors, easels, blackboards
Other Equipment Available: PA system, spotlights
Parking: $1.25 for 12 hours
Sports Facilities: Golf, deep sea fishing nearby

"GO COWBOY..."

For Your Next Convention or Sales Meeting

Come to MAYAN BAR M DUDE RANCH—the ranch that was featured in Life Magazine October 12th, 1953. Ride with real cowboys. See and enjoy a real cowboy breakfast cooked on the range. 50 palominos to ride through the hills. Donkey carts. Go fishing in a river and our lake. Two swimming pools, one under-water lighted. Write for reservation.

MAYAN RANCH

In the Scenic Country-side of

Bandera, Texas

E. A. Hicks, *Owner*

WEST SOUTH CENTRAL

Tex., Beaumont (cont.)

Hotel Edson

See Advertisement, Page 115

321 Pearl (Phone: 4-4311)
Manager: Henry Love
Convention Season: All year
Largest Group Accommodated: 250 (200 rooms and 10 suites available)
Convention Rates: Single: from $4; Double: from $6; Suites: from $15
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (350)
Rates for Meals: Breakfast: $1.25 to $1.50; Lunch: from $1.75; Dinner: from $2
Liquor: Package sales only
Air Conditioning: Banquet and meeting rooms, 50% of bedrooms
Charges for Banquet & Mtg. Rms.: None to conventions
Net Exhibit Space: 4,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1 for 24 hours, in and out service

BROWNWOOD

Railroads: G.C. & Santa Fe
Airlines: TTA

Hotel Brownwood

See Advertisement, Page 115

Fisk & Baker (Phone: 2656)
Manager: J. H. Heath
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 4 suites available)
Convention Rates: Single: from $3.50; Double: from $5; Suites: from $11
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Rates for Meals: Breakfast: 60c to $1.50; Lunch: from 75c; Dinner: from $1.25
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms 126 bedrooms
Net Exhibit Space: 7,800 sq. ft.
Other Equipment Available: PA system, stage
Parking: 50c to 75c

DALLAS

Railroads: C.R.I. & P.; G.C. & S. Fe; M.K. & T.; D.C.; Frisco; T.E.; S.P.; L. & A.
Airlines: AAL, DEL-C&S, BNF, PAL, TTA, CEN

AUDITORIUM

State Fair of Texas

See Advertisement, Page 109

State Fair Park (TENnison 9931)
Manager: James H. Stewart
Exhibit Areas: (1) 84,000 sq. ft.; (2) 75,000 sq. ft.; (3) 50,000 sq. ft.; (4) 40,000 sq. ft.; (5) 40,000 sq. ft.; (6) 50,000 sq. ft.
Rental Fees and Services: On request
Floor Load: Unlimited
Ceiling Height: Varies **P. A. System:** Available
Dimensions, Opening to Exhibit Hall: Truck entrance to all halls
Utilities: Complete service in all halls
Loading Facilities: Floor levels; railroad siding on grounds
Storage Areas: Ample
Meeting Rooms and Capacities: Flexible
Facilities for Food Functions and Banquet Capacity: Can serve up to 5,000 at banquet
Parking Facilities: 10,000 cars
Distance from Business District: 10 minutes

Hotel Adolphus (HSMA)

See Advertisement, Page 108

Commerce & Akard Sts. (Phone: PR 6411)
Manager: Randall Davis
Sales Manager: James R. Shaffer
Convention Season: All year
Largest Group Accommodated: 1,000 (700 rooms and 50 suites available)
Convention Rates: Single: $5; Double: $12; Suites: $20 to $75
No. Mtg. Rms. & Capacity of Largest: 14 (1,000)
No. Banquet Rms. & Capacity of Largest: 14 (1,000)
Rates for Meals: Breakfast: $1.50 to $3.50; Lunch: $2 to $10; Dinner: $3 to $12
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 7,488 sq. ft. on one floor
Visual Aids Available: Blackboards, easels
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 for 24 hours

Our Sales Manager Has a Memory LIKE AN ELEPHANT'S!

Remembering things about your Convention is so important to our Sales Manager that he has made a career of it.

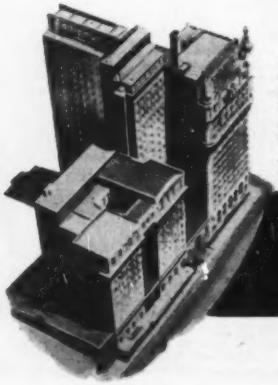
Now, after years and years of Convention and Sales Meeting work, he has developed a memory like the proverbial elephant's.

When your Convention or Meeting is booked at The Adolphus, his remarkable remembering mechanism shifts into high gear—and that's where it stays until the last man checks out after the meeting.

He will not forget to send you complete floor plans and other data a long time in advance. And he will see that the reservations are properly made for the people from Oshkosh. Right down to the last pitcher of ice water on the tables—no important detail is forgotten.

Having this kind of supervision on the spot means a lot to you before, during and after your Convention.

★ Write today for your copy of "Convention Facts About Hotel Adolphus"—containing photographs and floor plans of all convention rooms, plus much other helpful convention-planning information.



Backing up this alert and helpful service are the superb physical convention facilities of The Adolphus, including:

★ 13 Exhibit and Meeting Rooms—a total of more than 22,000 square feet of space—for groups of 12 to 1,200 persons.

★ Complete Air Conditioning throughout.

★ 1,250 guest rooms with bath, radio, and many with television.

★ A spacious Main Lobby in which Registration may be set up.

★ Famous Century Room and Coffee Shop food.

★ Location in the very Heart of Downtown Dallas.

★ A convenient Motor Lobby for those who drive.

HOTEL **Adolphus** DALLAS, TEXAS

MEMBER DISTINGUISHED HOTELS

RANDALL DAVIS, *Managing Director*
JAMES R. SHAFFER, *Sales Manager*

WARNER REPRESENTED

THE SOLUTION!

Your Next Convention

in the Heart of the Great Southwest Market!

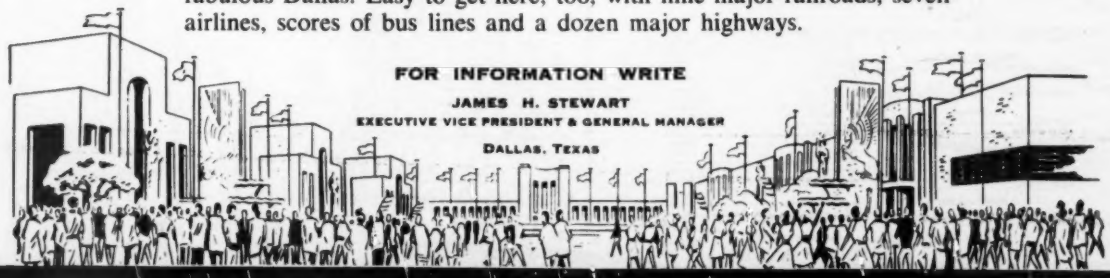
COMPLETE TEXAS-SIZE FACILITIES

Bring your convention, sales meeting, or trade show to Big "D" — bustling Dallas — the very heart of the rich Southwest Market. The State Fair of Texas has complete facilities for making your meet a tremendous success.

The famous State Fair Air-conditioned Auditorium seats 4,301. Its huge stage provides ample room for product demonstrations and entertainment.

In addition, within a stone's throw of the Auditorium there are six large modern exhibit buildings with 310,000 square feet of floor space for your shows and displays. Parking areas provide accommodations for 12,000 automobiles.

Yes, all this awaits you and it's just ten minutes from downtown fabulous Dallas. Easy to get here, too, with nine major railroads, seven airlines, scores of bus lines and a dozen major highways.



FOR INFORMATION WRITE

JAMES H. STEWART
EXECUTIVE VICE PRESIDENT & GENERAL MANAGER
DALLAS, TEXAS

STATE FAIR of TEXAS

1954 FAIR DATES
OCT. 9-24
DALLAS

The Baker Hotel

See Advertisement, Page 110

Corner Commerce & Akard Sts. (Phone: STerling 1471)
Manager: Raymond F. Hall
Sales Manager: Ligon Smith
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms and 15 suites available)
Convention Rates: Single: $3.50 to $11; Double: $7 to $11.50; Suites: from $23. Special dormitory rates for large groups.
No. Mtg. Rms. & Capacity of Largest: 12 (1,200)
No. Banquet Rms. & Capacity of Largest: 2 (1,200)
Rates for Meals: Breakfast: $1.50; Lunch: $1.75; Dinner: $3.50
Liquor: Package store only
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 for 24 hours
Sports Facilities: Golf within 4 miles

Stoneleigh Hotel (HSMA)

2927 Maple Ave. (Phone: RA 8451)
Manager: Helen McGibney
Convention Season: All year
Largest Group Accommodated: 175 (80 rooms and 20 suites available)
Convention Rates: Single: from $6; Double: from $8; Suites: from $13
No. Mtg. Rms. & Capacity of Largest: 4 (150)
No. Banquet Rms. & Capacity of Largest: 4 (150)
Rates for Meals: Breakfast: a la carte; Lunch: $1.25 to $1.60; Dinner: $2.25 to $4
Liquor: Package store only
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Screen
Other Equipment Available: Spotlights, stage
Parking: $1 in garage, free outdoors
Sports Facilities: Swimming

EL PASO

Railroads: So. Pac.; M.N.W.; S. Fe; Nat. of M.; T. & P.
Airlines: AAL; CAL, TTA

AUDITORIUM

El Paso County Coliseum

Boone Ave. & Paisano Drive (Phone 3-8132)
Exhibit Areas: 18,832 sq. ft.
Rental Fees and Services: $120 to $240, includes light, heat, cleaning, stage, chairs, P.A.
Floor Load: Unlimited
Ventilation: Suction fans
Dimensions, Opening to Exhibit Hall: 14 ft.
Columns: None
Utilities: 110 and 220 current, water, gas
Storage Areas: Ample
Meeting Rooms: None
Facilities for Food Functions and Banquet Capacity: Cafeteria, 1,800
Parking Facilities: 2,500 cars
Distance from Business District: Two miles

Hotel Cortez

See Advertisement, Page 115

Mills & Mesa Sts. (Phone: 3-2681)
Manager: Jack Gregory
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 7 suites available)
Convention Rates: Single: $4.50 to $7.25; Double: $6.50 to $10.75; Suites: from $19.25
No. Mtg. Rms. & Capacity of Largest: 5 (1,000)
No. Banquet Rms. & Capacity of Largest: 5 (650)
Rates for Meals: Breakfast: 50c to $1.25; Lunch: from $1; Dinner: from $2
Liquor: Not served in hotel
Air Conditioning: Entire Hotel
Charges for Banquet & Mtg. Rms.: $25 to $150
Net Exhibit Space: 4,000 sq. ft. on one floor
Other Equipment Available: PA system
Parking: $1 per night

Hilton Hotel

(Phone: 2-5651)
Manager: Carl Prather
Convention Season: All year
Largest Group Accommodated: (150 rooms and 6 suites available)
Convention Rates: Single: $6.50 to $9; Double: $8.50 to $10.50; Suites: from $17.50
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: $1 to $1.25; Lunch: $1 to $1.50; Dinner: from $2
Liquor: Beer and wine served only. Can sell bottles in package store
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: from $12.50
Other Equipment Available: PA system, stage
Parking: $1.25 daily

Hotel Paso Del Norte

El Paso & San Antonio Sts. (Phone: 3-2421)
Manager: R. L. Miller, Jr.
Convention Season: All year
Largest Group Accommodated: 350 (125 rooms and 25 suites available)
Convention Rates: Single: $5 to $8.50; Double: $6.50 to $11; Suites: $12 to $25
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 6 (350)
Rates for Meals: Breakfast: from 55c; Lunch: from $1.10; Dinner: from $1.80
Liquor: Served by the bottle
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 1,500 sq. ft. on one floor
Visual Aids Available: 32mm movie equipment
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25

FORT WORTH

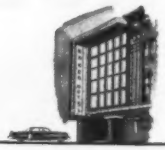
Railroads: Ft. W. & D.C.; Frisco Sys.; G.C. & S. Fe; M.K. & T.; St. L. So. W.; T. & P.; M.P.; S.P.; C.R.I. & P.
Airlines: AAL, DEL-C&S, BNF, PAL, TTA, CEN

AUDITORIUM

Will Rogers Memorial Buildings

3401 W. Lancaster (FO 8341, Ext. 201)
Manager: Emmett N. Race

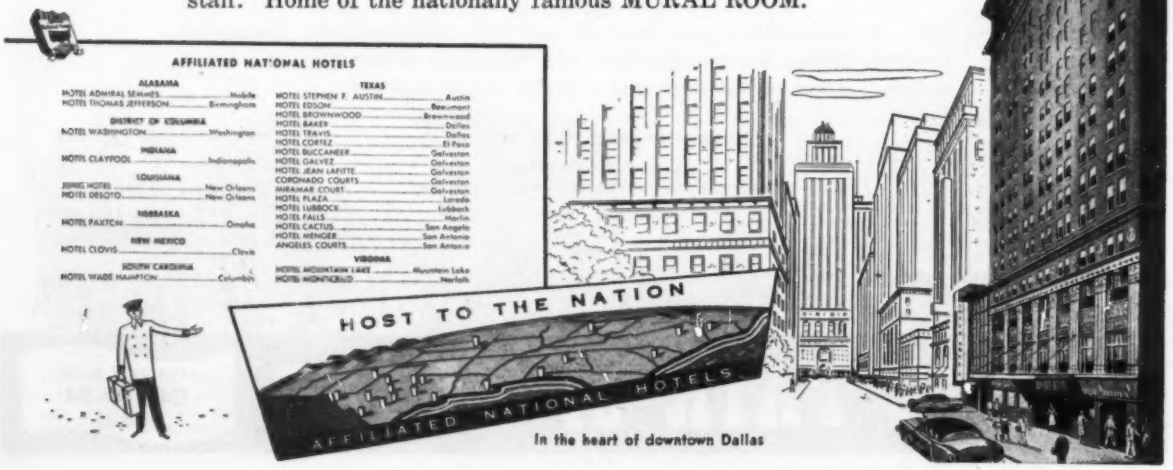
A Famous Host in a Fabulous City



Convenient Motor Lobby
Elevator Direct-to-Room

the BAKER hotel, Dallas, Texas

Dallas' finest convention hotel, the BAKER . . . 800 attractive guest rooms, completely air conditioned, 11 beautiful meeting rooms all on one floor, ample exhibit space and capable convention staff. Home of the nationally famous MURAL ROOM.



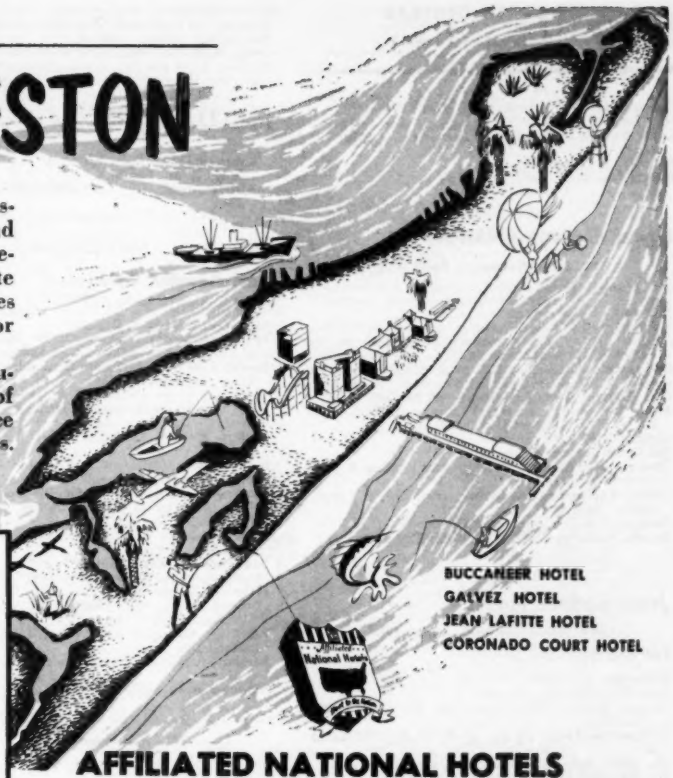
In the heart of downtown Dallas

Put PLEASURE on your program _____

Choose GALVESTON

Your delegates will love the tropical atmosphere of Galveston, Texas, a sparkling island in the Gulf of Mexico. Air conditioned resort hotels on the beach, luxurious private swimming pool, abundant fishing, golf courses and tennis courts and 32 miles of beach for swimming and sunning.

In addition to hotel meeting rooms, the fabulous Pleasure Pier has 36,000 sq. feet of exhibit space and an air conditioned dance room, ideal for meetings, banquets and dances.



AFFILIATED NATIONAL HOTELS

ALABAMA
HOTEL ADMIRAL SEMMES ..... Mobile
HOTEL THOMAS JEFFERSON ..... Birmingham

DISTRICT OF COLUMBIA
HOTEL WASHINGTON ..... Washington

INDIANA
HOTEL CLAYPOOL ..... Indianapolis

LOUISIANA
JUNG HOTEL ..... New Orleans
HOTEL DESOTO ..... New Orleans

NEBRASKA
HOTEL PAXTON ..... Omaha

NEW MEXICO
HOTEL CLOVIS ..... Clovis

SOUTH CAROLINA
HOTEL WADE HAMPTON ..... Columbia

TEXAS
HOTEL STEPHEN F. AUSTIN ..... Austin
HOTEL EDISON ..... Beaumont
HOTEL BROWNWOOD ..... Brownwood
HOTEL BAKER ..... Dallas
HOTEL TRAVIS ..... Dallas
HOTEL CORTEZ ..... El Paso
HOTEL BUCCANEER ..... Galveston
HOTEL GALVEZ ..... Galveston
HOTEL JEAN LAFITTE ..... Galveston
CORONADO COURTS ..... Galveston
MIRAMAR COURT ..... Galveston
HOTEL PLAZA ..... Laredo
HOTEL LUBBOCK ..... Lubbock
HOTEL FALLS ..... Marlin
HOTEL CACTUS ..... San Angelo
HOTEL MENGER ..... San Antonio
ANGELES COURTS ..... San Antonio

VIRGINIA
HOTEL MOUNTAIN LAKE ..... Mountain Lake
HOTEL MONTICELLO ..... Norfolk

TELEPHONE
NEW YORK—Murray Hill 66990
CHICAGO—Mohawk 43100
WASHINGTON—Executive 36481
MEXICO CITY—10-4800

AFFILIATED NATIONAL HOTELS

Television or radios in guest rooms

COMPLETE CONVENTION FACILITIES COMBINED WITH RESORT PLEASURES.

Exhibit Areas: Coliseum, 29,000 sq. ft.; 6 exhibit buildings, 161,000 sq. ft.
Rental Fees and Services: Coliseum, $350 per day; Auditorium, $250; exhibit buildings, $200. Rental includes normal heat and light
Floor Load: 200 lbs. per sq. ft. **Ventilation:** Auditorium air conditioned
Ceiling Height: Coliseum, 92 ft.; exhibit buildings, 16 ft.
P. A. System: In Coliseum, Auditorium and Pioneer Palace
Dimensions, Opening to Exhibit Hall: 10 ft. by 12 ft.
Columns: None
Utilities: 110 and 220 current
Loading Facilities: Ramps, railroad siding on grounds
Storage Areas: Adjacent to buildings, 30,000 sq. ft.
Meeting Rooms and Capacities: Auditorium, 2,993; Coliseum, 6,467; Pioneer Palace, 800 temporary seats
Facilities for Food Functions: Can serve up to 3,000 for banquet
Parking Facilities: 4,000 cars
Distance from Business District: Two and half miles

Hotel Texas (HSMA)

8th & Main (Phone: FA 3151)
Manager: H. H. Anderson
Sales Manager: A. C. Hefner
Convention Season: All year
Largest Group Accommodated: 550 (250 rooms and 20 suites available)
Convention Rates: Single: $4 to $10; Double: $6.50 to $12; Suites: $20 to $25
No. Mtg. Rms. & Capacity of Largest: 10 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (1,000)
Rates for Meals: Breakfast: $1.50; Lunch: from $1.75; Dinner: from $3.50
Liquor: Package store only
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,200 sq. ft. on one floor.
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per day

Westbrook Hotel (HSMA)

Main to Houston at 4th (Phone: Edison 3431)
Manager: G. W. Putnam
Convention Season: All year
Largest Group Accommodated: 200 (85 rooms and 10 suites available)
Convention Rates: Single: from $3; Double: from $5; Suites: $12
No. Mtg. Rms. & Capacity of Largest: 3 (80)
No. Banquet Rms. & Capacity of Largest: 3 (60)
Rates for Meals: Breakfast: 85c to $1.50; Lunch: 85c to $1.50; Dinner: $1.50 to $2.50
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: $15 per day
Parking: $1.25

Western Hills Hotel

6451 Camp Bowie (Phone: PE 6644)
Manager: A. N. Carvajal
Sales Manager: Paul Ridings
Convention Season: All year
Largest Group Accommodated: 100 (50 rooms in summer and 100 rooms in winter available)
Convention Rates: Single: $4 to $9.25; Double: $6.25 to $13.75; Suites: $13.25 to $32.50
No. Mtg. Rms. & Capacity of Largest: 1 (100)
No. Banquet Rms. & Capacity of Largest: 1 (75)
Rates for Meals: Breakfast: from 65c; Lunch: from 85c; Dinner: from $1.65
Liquor: Package store only. Beer and wines served
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $30 per day for meeting room, none for banquet room.
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Shuffleboard, Swimming, Golf, Riding, Miniature golf

GALVESTON

Railroads: So. Pac.; G.H. & H.; G.C. & S. Fe; M.K.&T.; M.P.; B.R.I.
Airlines: BNF, TTA

AUDITORIUM

Galveston Pleasure Pier

25th and Blvd. (Phone 5-7559)
Manager: Irving Ducoff
Exhibit Areas: Exhibit Hall, 36,000 sq. ft.; Marine Room, 10,800 sq. ft.
Rental Fees and Services: Marine Room, $307, includes sound and air conditioning; Exhibit Hall, $200 alone or $100 with use of Marine Room
Floor Load: 400 lbs. per sq. ft. **Ventilation:** Marine Room, air conditioned; Exhibit Hall, forced draft
Ceiling Height: 35 ft. and 26 ft. **P. A. System:** In each room
Dimensions, Opening to Exhibit Hall: One, 20 by 16 ft.; eight, 10 by 12 ft.; door post removal for entry of cars in Marine Room
Columns: None
Utilities: All combinations and phases of power
Loading Facilities: Ramp and loading dock
Storage Areas: 3,200 sq. ft. adjacent to exhibit area
Meeting Rooms and Capacities: Four rooms, 75 each; two rooms, 300 each; Marine Room 3,000; plus partitioned Exhibit Hall.
Facilities for Food Functions: Can serve banquet up to 1,500
Parking Facilities: Unlimited parking on Blvd. adjacent to Pier
Distance from Business District: Two blocks from major hotels

Buccaneer Hotel

See Advertisement, Page 115

Tremont & Blvd. (Phone: 55561)
Manager: Jimmie Powledge
Convention Season: All year
Largest Group Accommodated: 1,000 (400 rooms with 23 suites available)
Convention Rates: Single: $4.50 to $8; Double: $7 to $12; Suites: $16 to $35
No. Mtg. Rms. & Capacity of Largest: 7 (700)
No. Banquet Rms. & Capacity of Largest: 7 (350)
Rates for Meals: Breakfast: $1 to $1.50; Lunch: $1.50 to $3; Dinner: $2 to $4
Liquor: Package store only
Air Conditioning: Entire hotel

Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per day
Sports Facilities: Swimming, Golf

Hotel Galvez (HSMA)

See Advertisement, Page 115

21st & Blvd. (Phone: 57721)

Manager: Doyle Graham
Convention Season: All year
Largest Group Accommodated: 600 (260 rooms including 22 suites available)
Convention Rates: Single: $4.50 to $11; Double: $7.50 to $14; Suites: $20 to $50
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: 50c to $1.10; Lunch: 90c to $1.50; Dinner: $1.50 to $5
Liquor: Only wine served
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if convention in hotel
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities for 200 cars
Sports Facilities: Swimming pool, Ocean bathing

Jean Lafitte Hotel

See Advertisement, Page 115

2105 Church (Phone: 3-4301)

Manager: Vance Thomas
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms available)
Convention Rates: Single: $4 to $6; Double: $6 to $8
No. Mtg. Rms. & Capacity of aLrgest: 3 (125)
No. Banquet Rms. & Capacity of Largest: 3 (125)
Rates for Meals: Breakfast: 55c to $1.25; Lunch: 85c to $1.25; Dinner: $1.35 to $2.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $5 to $25
Net Exhibit Space: 1,800 sq. ft.
Other Equipment Available: PA system
Parking: $1.25 per day in and out service

HOUSTON

Railroads: So. Pac.; G.H. & H.; B.R.I.; M.P.; G.C. & St. Fe; M.K. & T.; H.B. & T.
Airlines: EAL, DEL-C&S, BNF, PAL, PAA, TTA, CAL

AUDITORIUM

Sam Houston Coliseum

Civic Center (CApitol 9351)

Manager: Francis R. Deering
Exhibit Areas: Coliseum, 71,000 sq. ft.; Annex, 83,000 sq. ft.; Auditorium, 9,000 sq. ft.
Rental Fees and Services: Coliseum, $500; Annex, $250; Auditorium, $250. Rent includes janitor service, house electrician and engineer
Floor Load: Unlimited. **Ventilation:** Circulating fans; Coliseum air conditioned by Sept., 1954.
Ceiling Height: Coliseum, 58 ft.; Annex, 14 ft.; Auditorium, 50 ft.
P.A. System: Coliseum and Annex, $25 per day plus operator, $10 each four hours
Dimensions, Opening to Exhibit Hall: Coliseum, 15 ft. wide by 16 ft. high; Annex, 20 ft. wide by 11 ft. high
Columns: Sides of Coliseum and throughout Annex, 25 ft. centers
Loading Facilities: Unlimited
Storage Areas: Annex basement, 50,000 sq. ft.
Meeting Rooms and Capacities: Six small committee rooms, 25 to 200; Music Hall (adjoining Coliseum), 2,216 seats.
Facilities for Food Functions: Facilities for banquets up to 3,000
Parking Facilities: Lots adjoining Coliseum, 700 cars
Distance from Business District: Four blocks

The Lamar Hotel

Main St. at Lamar Ave. (Phone: Fairfax 4181)

Manager: Tom R. Shumate
Convention Season: All year
Largest Group Accommodated: 400 (400 rooms available)
Convention Rates: Single: $4.50 to $9; Double: $8.50 to $12; Suites: $16 to $35
No. Mtg. Rms. & Capacity of Largest: 6 (225)
No. Banquet Rms. & Capacity of Largest: 6 (200)
Rates for Meals: Breakfast: from 90c; Lunch: from $1.25; Dinner: from $1.50
Liquor: Not served by drink—can be purchased from liquor store
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 2,796 sq. ft. on one floor
Other Equipment Available: PA system, movable platform
Parking: $1.50 for 24 hours
Sports Facilities: Hunting and fishing within 40 miles in season

Rice Hotel (HSMA)

See Advertisement, Page 112

Main & Texas (Phone: Preston 2111)

Manager: B. F. Orr
Sales Manager: Geo. B. Adams
Convention Season: All year
Largest Group Accommodated: 800 (400 rooms and 40 suites available)
Convention Rates: Single: $4.50 to $9.50; Double: $6.50 to $12; Suites: $17 to $50
No. Mtg. Rms. & Capacity of Largest: 10 (1,200)
No. Banquet Rms. & Capacity of Largest: 10 (1,200)
Rates for Meals: Breakfast: 75c to $1.75; Lunch: $1 to $3; Dinner: from $3.50
Liquor: Sold in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None if convention headquarters
Net Exhibit Space: 3,000 sq. ft. on one floor
Visual Aids Available: Movie projector, slide projector
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 for 24 hours

The Shamrock (HSMA)

See Advertisement, Page 113

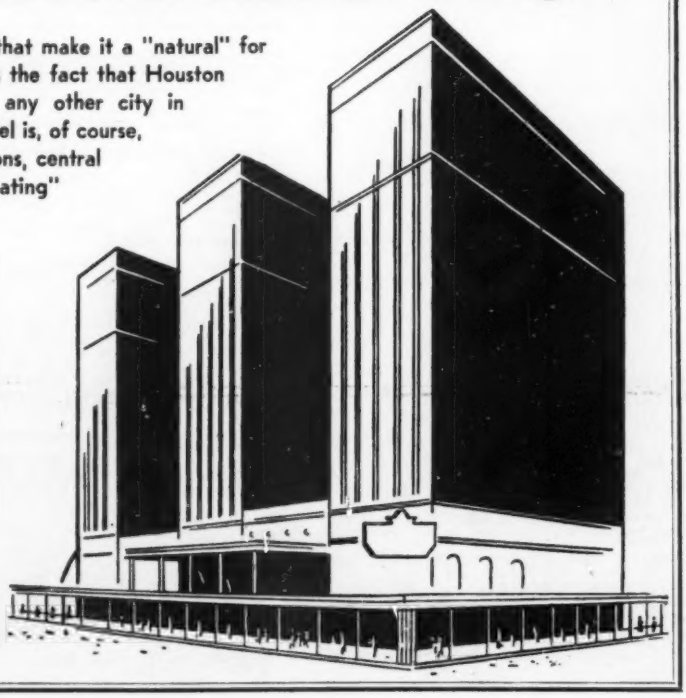
Bellaire at South Main (Phone: MAdison 9211)

HOUSTON, TEXAS . . . America's Mecca for successful conventions and business meetings

Fabulous Houston offers countless attractions that make it a "natural" for meetings and conventions — chief of which is the fact that Houston has more air-conditioned hotel rooms than any other city in the world! Houston's traditional convention hotel is, of course, The Rice — with its superlative accommodations, central downtown location and ideal "meeting and eating" facilities.

Check these important features

- **1,000 air-conditioned guest rooms.**
- **Ten meeting rooms, accommodating from 12 to 1200.**
- **Numerous unusual private entertainment rooms.**
- **Beautiful Empire Room, featuring nationally famous orchestras.**
- **Four fine restaurants, excellent cuisine.**
- **All guest rooms and meeting rooms recently redecorated and modernized.**
- **Rates from $4.50 single and $7 double.**



B. F. ORR, *General Manager*

The RICE HOTEL

"Houston's Welcome to The World"

Manager: Frank H. Briggs
Sales Manager: William H. Furlong, III
Convention Season: All year
Largest Group Accommodated: 800 (400 rooms and 45 suites available)
Convention Rates: Single: $6 to $18; Double: $8 to $18; Suites: $25 to $100. Special low rates available in July, Aug., Dec., Jan.
No. Mtg. Rms. & Capacity of Largest: 13 (1,200)
No. Banquet Rms. & Capacity of Largest: 13 (1,200)
Rates for Meals: Breakfast: $1 to $2; Lunch: $1.50 to $3; Dinner: $2.50 to $5
Liquor: Package goods only
Air Conditioning: Entire hotel and Exhibit Hall
Charges for Banquet & Mtg. Rms.: None for convention groups
Net Exhibit Space: 25,000 sq. ft. on one floor
Visual Aids Available: 16mm projectors, screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 for 24 hours
Sports Facilities: Swimming pool, Pitch and putt, Riding, Tennis, Fishing, Hunting, Boating

The Texas State Hotel

720 Fannin (Phone: PReston -2271)
Manager: B. F. Orr
Convention Season: All year
Largest Group Accommodated: 300 (175 rooms and 3 suites available)
Convention Rates: Single: from $5.50; Double: from $8; Suites: $27
No. Mtg. Rms. & Capacity of Largest: 6 (200)
No. Banquet Rms. & Capacity of Largest: 6 (150)
Rates for Meals: Breakfast: from $1.75; Lunch: from $2.50; Dinner: from $4
Liquor: Parkage store only
Air Conditioning: Banquet and meeting rooms, bedrooms
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights
Parking: $1.50 per day

LAREDO

Railroads: M.P.; Nat. of Mex.; T.M.
Airlines: BNF, CMA

Hamilton Hotel

815 Salinas St. (Phone: 3-7421)
Manager: C. W. Points
Convention Season: All year, except Feb. 20 to 22, Mar. 20 to May 10
Largest Group Accommodated: 300 (125 rooms and 5 suites available)
Convention Rates: Single: $4; Double: $5.50; Twins: $7 to $10; Suites: $16
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Rates for Meals: Breakfast: 75c to $1.25; Lunch: 85c to $1.25; Dinner: from $1.50
Liquor: Wine and beer served only
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system
Parking: $1

Plaza Hotel

See Advertisement, Page 115
904 Hidalgo (Phone: 3-4311)
Manager: Bud G'Sell
Convention Season: All year
Largest Group Accommodated: 100 (200 rooms and 5 suites available)
Convention Rates: Single: $4 to $9.50; Double: $5.50 to $9.50; Suites: $16.50
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 1 (130)
Rates for Meals: Breakfast: from $1; Lunch: from $1.50; Dinner: from $2.50
Liquor: Served by the bottle
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: $6.50 to $20
Other Equipment Available: PA system, stage
Parking: 75c

LUBBOCK

Railroads: Ft. W. & D.C.; S. Fe
Airlines: BNF, PAL

Caprock Hotel

Main at Texas Ave. (Phone: 5-6361)
Manager: W. J. Reidy
Convention Season: All year
Largest Group Accommodated: 350 (200 rooms and 8 suites available)
Convention Rates: Single: $4.50 to $6.50; Double: $6.50 to $8.50; Suites: $14 to $16
No. Mtg. Rms. & Capacity of Largest: 5 (450)
No. Banquet Rms. & Capacity of Largest: 5 (275)
Rates for Meals: Breakfast: $1.25 to $1.75; Lunch: $1.50 to $2.50; Dinner: $2.50 to $4
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, 50% of bedrooms
Charges for Mtg. Rms.: None if hotel convention headquarters
Net Exhibit Space: 480 sq. ft. on one floor
Other Equipment Available: PA system, stage
Parking: $1

Hotel Lubbock

See Advertisement, Page 115
1204 Broadway (Phone: 5-9331)
Manager: H. W. Flynn
Convention Season: All year
Largest Group Accommodated: 300 (125 rooms and 9 suites available)
Convention Rates: Single: $4; Double: $5.75; Suites: $14.75
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 5 (225)
Rates for Meals: Breakfast: $1; Lunch: $1.50; Dinner: $2
Liquor: Not served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 6,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1 for 24 hours

SAN ANGELO

Railroads: Santa Fe
Airlines: PAL, CAL, TTA

Hotel Cactus

See Advertisement, Page 115
Oakes at Twohig (Phone: 6921)
Manager: W. O. Stewart
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms and 2 suites available)
Convention Rates: Single: from $4; Double: from $6; Suites: $13
No. Mtg. Rms. & Capacity of Largest: 5 (350)
No. Banquet Rms. & Capacity of Largest: 5 (300)
Rates for Meals: Breakfast: 35c to $1.25; Lunch: 75c to $2.50; Dinner: $1 to $3.50
Liquor: Not served in hotel

Come to Houston....

The Winter's Fine

HOUSTON'S mild winter climate makes it the perfect Convention spot for your early-in-the-year meetings . . . and The Shamrock provides the perfect meeting place. The Shamrock affords the best features of a resort hotel plus the conveniences of a city hostelry. And its convention facilities are unparalleled, including the Hall of Exhibits, with its more than 25,000 square feet of air-conditioned space. And special low group rates are available in December and January (also July and August).

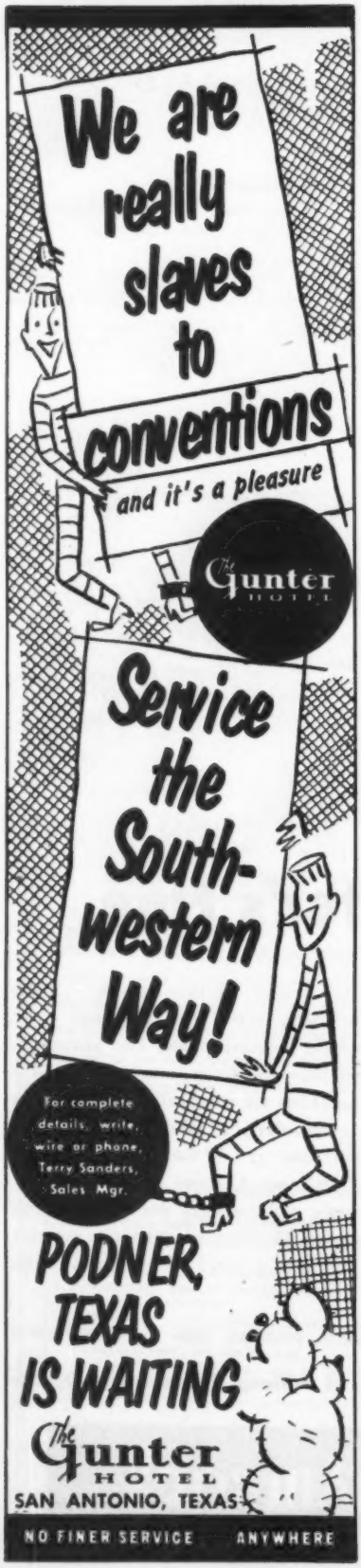
And when it's playtime, there's golf, tennis and sight-seeing that make the outdoors inviting in Houston's temperate winter climate; daytime temperatures average a mild 70 degrees from October through March.

For information and assistance in planning your conventions and trade shows, address:

William H. Furlong, Executive Sales Director

The Shamrock

GLENN McCARTHY, President — FRANK H. BRIGGS, V.P. and Gen. Mgr.



Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, stage
Parking: $1
Sports Facilities: Swimming, Fishing, Golf

SAN ANTONIO

Railroads: So. Pac.; M.P.; M.K. & T.
Airlines: AAL, EAL, BNF, CAL, TTA

AUDITORIUM

Municipal Auditorium
100 Auditorium Circle (C 4-4522)
Manager: S. Wolf
Exhibit Areas: 20,000 sq. ft. in basement
Rental Fees and Services: Main Auditorium, $350 per day; basement, $100
Ventilation: Air conditioned
Ceiling Height: 70 ft. **P. A. System:** Throughout
Dimensions, Opening to Exhibit Hall: 10 ft.
Columns: 20 columns in basement, 18 in. by 18 in.
Utilities: Electricity, gas, water
Loading Facilities: Stage doors, basement ramps
Storage Areas: Back of building
Meeting Rooms and Capacities: Two rooms, 250 capacity $10 per morning, $15 per evening)
Facilities for Food Functions: Handled by concessionaire
Parking Facilities: Ample
Distance from Business District: In business district

Gunter Hotel (HSMA)
See Advertisement, Page 114
203 Houston St. (Phone: Garfield 3241)
Manager: Omer Elliott
Sales Manager: Terry H. Sanders
Convention Season: All year
Largest Group Accommodated: 1,000 (200 rooms and 15 suites available)
Convention Rates: Single: from $5; Double: from $7; Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 13 (800)
No. Banquet Rms. & Capacity of Largest: 13 (600)
Rates for Meals: Breakfast: from $1.75; Lunch: from $1.75; Dinner: from $2.50
Liquor: Served at private parties only
Air Conditioning: Entire hotel
Charges for Banquet Mtg. Rms.: None if food served
Net Exhibit Space: 5,000 sq. ft. on one floor
Visual Aids Available: Slide projectors, screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1 for 24 hours

Menger Hotel
See Advertisement, Page 115
204 Alamo Plaza (Phone: Belmont 34361)
Manager: Ernst V. Kunz
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms and 20 suites available)
Convention Rates: Single: from $5.50; Double: from $7.50; Suites: from $14
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 7 (300)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2; Dinner: from $2.50
Liquor: Must bring own bottles
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: $10 to $100
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 for 24 hours
Sports Facilities: Swimming pool

Plaza Hotel (HSMA)
See Advertisement, Page 114
309 S. St. Mary's St. (Phone: Fannin 3271, L.D. 500)
Manager: Tom L. Powell
Sales Manager: Sam Goldfarb
Convention Season: All year
Largest Group Accommodated: 1,000 (400 rooms and 50 suites available)
Convention Rates: Single: from $5; Double: from $6.50; Suites: from $22
No. Mtg. Rms. & Capacity of Largest: 10 (900)
No. Banquet Rms. & Capacity of Largest: 10 (700)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.75; Dinner: from $2.75
Liquor: In bottles and cocktail parties
Air Conditioning: Entire hotel

Hold Your Next
CONVENTION or SALES MEETING IN SAN ANTONIO

A MODERN CITY

San Antonio is America's fastest growing major city and the hub of a rapidly expanding Southwestern market

ANCIENT SIGHTS TO SEE

See the Alamo, four Spanish Missions, Governors' Palace, La Villita and many other two century-old sights

UNUSUAL SIGHTS TO SEE

See beautiful parks, plazas, Venetian-like San Antonio River, Randolph Field and other interesting sights

COLORFUL ENTERTAINMENT

For your convention or sales meeting unusual and colorful entertainment can be provided

MAKE the Plaza YOUR HEADQUARTERS

- The Plaza is completely air conditioned. All rooms equipped with radio and console TV also available. 9 meeting rooms. Large exhibit space.
- The Plaza has ample facilities for large meetings . . . but you are invited and welcome regardless of size.
- The Plaza staff is trained and experienced in handling conventions, sales meetings and trade shows, and is ready to assist you with your plans. At The Plaza you will find everything to make your meeting a success—your stay enjoyable.
- For full and complete information concerning rooms, banquet accommodations, display space and the advantages of holding your meeting in San Antonio, write, wire or telephone.

Tom L. Powell, V.P. & Gen. Mgr.
THE PLAZA
SAN ANTONIO, TEXAS

Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 17,400 sq. ft. on 2 levels
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 for 24 hours

TEXARKANA

Railroads: Mo. Pac.; St. L.S.W.; T. & P.; K.C. So.
Airlines: BNF, CAL

Grim Hotel

Stateline Ave. at 3rd St. (Phone: 3-4114)
Manager: Howard S. Davis
Convention Season: All year
Largest Group Accommodated: 300 (100 rooms and 12 suites available)
Convention Rates: Single: from $4.50; Double: from $6; Suites: $9 and $10
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 1 (250)
Rates for Meals: Breakfast: 50c to $1.10; Lunch: 65c to $1.25; Dinner: $1.50 to $2.50
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, and some bedrooms
Charges for Banquet & Mtg. Rms.: $25
Net Exhibit Space: 4,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights
Parking: $1
Sports Facilities: Golf

WACO

Railroads: M.P.; So. Pac.; T. El.; M.K. & T.; St. L.S.W.
Airlines: BNF, PAL

AUDITORIUM

Heart O' Texas Coliseum

46th & Bosque Blvd. (Phone 6-1813)
Manager: Othel M. Neely
Exhibit Areas: Main Arena, 46,000 sq. ft.; East Concourse, 12,000 sq. ft.; West Concourse, 12,000 sq. ft.; Annex, 6,500 sq. ft.
Rental Fees and Services: $425 per day, services extra
Floor Load: Unlimited **Ventilation:** Mechanical
Ceiling Height: 70 ft. to 96 ft.
P. A. System: Excellent
Dimensions, Opening to Exhibit Hall: 16 ft. by 16 ft.; 12 ft. by 12 ft.
Columns: None
Utilities: Adequate for all events
Loading Facilities: Ramps
Storage Areas: 26,500 sq. ft.
Meeting Rooms and Capacities: Three, 25 to 11,000
Facilities for Food Functions and Banquet Capacity: Can handle banquets up to 4,000
Parking Facilities: Free parking for 15,000 cars adjacent to building
Distance from Business District: Four minutes from heart of city

Raleigh Hotel

8th & Austin (Phone: 22551)
Manager: H Frank Grantham
Convention Season: All year
Largest Group Accommodated: 300 (200 rooms and 8 suites available)
Convention Rates: Single: $3.50 to $5.50; Double: $5.50 to $9; Suites: $15 to $25
No. Mtg. Rms. & Capacity of Largest: 6 (300)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Rates for Meals: Breakfast: From 50c; Lunch: From 60c; Dinner: $1.25 to $2.50
Liquor: Beer only
Air Conditioning: Banquet and meeting rooms, 140 bedrooms
Charges for Banquet & Mtg. Rms.: $5 to $50
Net Exhibit Space: 5,300 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: 50c and $1

Roosevelt Hotel

Austin at 4th (Phone: 4-1411)
Manager: Don Davis
Sales Manager: Carl Avrimides
Convention Season: All year
Largest Group Accommodated: 400 (250 rooms including 4 suites available)
Convention Rates: Single: $3.50 to $6; Double: $5.50 to $8; Suites: $14 to $30
No. Mtg. Rms. & Capacity of Largest: 8 (650)
No. Banquet Rms. & Capacity of Largest: 8 (450)
Rates for Meals: Breakfast: $1.25; Lunch: $1.50; Dinner: $2
Liquor: Not served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1 for 24 hours in garage, 25c a night in lot

COLOR BROCHURES

for Any Hotel Listed in the

BLUE BOOK

AVAILABLE WITHOUT CHARGE

See Page 153 for details

Convention Favorites

"Host to the Nation" and to many thousand convention delegates each year, the Affiliated National Hotels have the "Know-how" and the facilities to make your meeting click. Your choice of 18 prominent cities, experienced convention staff in each. Address Convention Dept., Affiliated National Hotels, P. O. Box 59, Galveston, Texas, or call Galveston 5-8536

New Orleans JUNG HOTEL		*San Antonio, Tex.* MENGER HOTEL	
	Norfolk, Va. MONTICELLO HOTEL		*Omaha, Neb.* PAXTON HOTEL
Dallas, Tex. BAKER HOTEL		*Columbia, S. C.* WADE HAMPTON HOTEL	
	Birmingham, Ala. THOMAS JEFFERSON HOTEL		*San Angelo, Tex.* CACTUS HOTEL
Laredo, Tex. PLAZA HOTEL		*Beaumont, Tex.* EDSON HOTEL	
	Washington, D. C. WASHINGTON HOTEL		*Austin, Tex.* STEPHEN F. AUSTIN HOTEL
El Paso, Tex. CORTEZ HOTEL		*Mobile, Ala.* ADMIRAL SEMMES HOTEL	
	Indianapolis, Ind. CLAYPOOL HOTEL		*Brownwood, Tex.* BROWNWOOD HOTEL
Galveston, Tex. GALVEZ HOTEL BUCCANEER HOTEL		*Lubbock, Tex.* LUBBOCK HOTEL	

Other Affiliated National Hotels
New Orleans—**DeSoto Hotel** Clovis, N. M.—**Clovis Hotel** Dallas, Tex.—**Travis Hotel**
Marlin, Tex.—**Falls Hotel** Galveston, Tex.—**Jean LaFitte Hotel, Coronado Court Hotel, Miramar Courts** San Antonio, Tex.—**Angeles Courts**
Mountain Lake, Va.—**Mountain Lake Hotel**

AFFILIATED NATIONAL HOTELS

SALES OFFICES
New York—Murray Hill 66990 **Washington—Executive 36481**
Chicago—Mohawk 45100 **Mexico City—10-48-00**

La Fonda
IN OLD SANTA FE

in the heart of New Mexico's "Land of Enchantment"

Available for small meetings the year 'round—for meetings up to 280 from Sept. 1 to June 30. World-famous La Fonda, "one of the pleasantest hotels in the U.S.A." (John Gunther) is renowned for its charming atmosphere. 216 Rooms, uniquely furnished. Meeting Rooms, Banquet Facilities. Moderate Rates. Famous Fred Harvey food, Mexican Orchestra. Santa Fe, the nation's oldest capital, is known for its rich historical Spanish and Indian flavor and ideal year-round climate. Motor Trips to neighboring Indian pueblos and prehistoric cliff dwellings. Golf, Hunting, Horseback Riding, Trout Fishing, Skiing (in the nearby mountains). — Write to Manager D. L. Cole.

Santa Fe Railroad
Continental, Frontier & TWA Air Lines
Highways open all year.

Phone: 3-5511
Teletype: S-Fe 5861

for memorable meetings away from the distractions of a big city

The Fred Harvey HOTELS

in the sunny Southwest

Grand Canyon
NATIONAL PARK (SOUTH RIM)
ARIZONA

El Tovar Hotel & Bright Angel Lodge on the brink of the Canyon's Rim

Available for meetings up to 300 between October 1 and April 30 (except Easter week). Grand Canyon is most enjoyable in Spring, Winter and Fall, when the famous Canyon colors are even more spectacular than in Summer. All South Rim facilities are open the year 'round and available for meetings—just when city hotels are crowded. 180 Guest Rooms and Cabins. 2 Meeting Rooms and Banquet Facilities. Moderate Rates. Conducted Motor Sightseeing Drives along the Rim, Muleback Trail Trips into the Canyon and Indian Dances provide fascinating outdoor activities the year 'round. — Write to Manager W. D. Rouzer.

Santa Fe Railroad direct to Hotels
Frontier Airlines.
Highways open all year.

Phone: 40
Teletype: G. Canyon 3861

MOUNTAIN

Ariz., Colo., Idaho, Mont., Nev., New Mex., Utah, Wyo.

ARIZONA

CHANDLER

Railroads: So. Pac.

San Marcos Hotel (HSMA)

See Advertisement, Page 116

(Phone: Yorktown 3-6655)

Ideal for vacation or meetings. Accommodations for 250 guests. 6 meeting rooms from 25 to 350. Complete recreational facilities including our own 18-hole golf course—the finest in the southwest. Excellent food and service. Vast experience with group meetings. Example: Shell Oil, Northwestern Mutual, New York Life, New England Mutual, Massachusetts Mutual and Mutual of New York. For details write:

John H. Quarty, *President and General Manager*

THE San Marcos HOTEL AND BUNGALOWS

CHANDLER, ARIZONA
22 Miles from Phoenix

Manager: John H. Quarty
Sales Manager: James Swail
Convention Season: Nov. to Jan. 20, from Apr. 1
Largest Group Accommodated: 250 (120 rooms and 23 suites available)
Convention Rates: Single: $19; Double $34; Suites: $10 extra. Prices for American plan.
No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 7 (550)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3500 sq. ft.
Visual Aids Available: Projector for 16mm film and screen
Other Equipment Available: PA system, stage
Parking: 150-car garage
Sports Facilities: Golf, Swimming, Tennis, Shuffleboard, Riding

GRAND CANYON

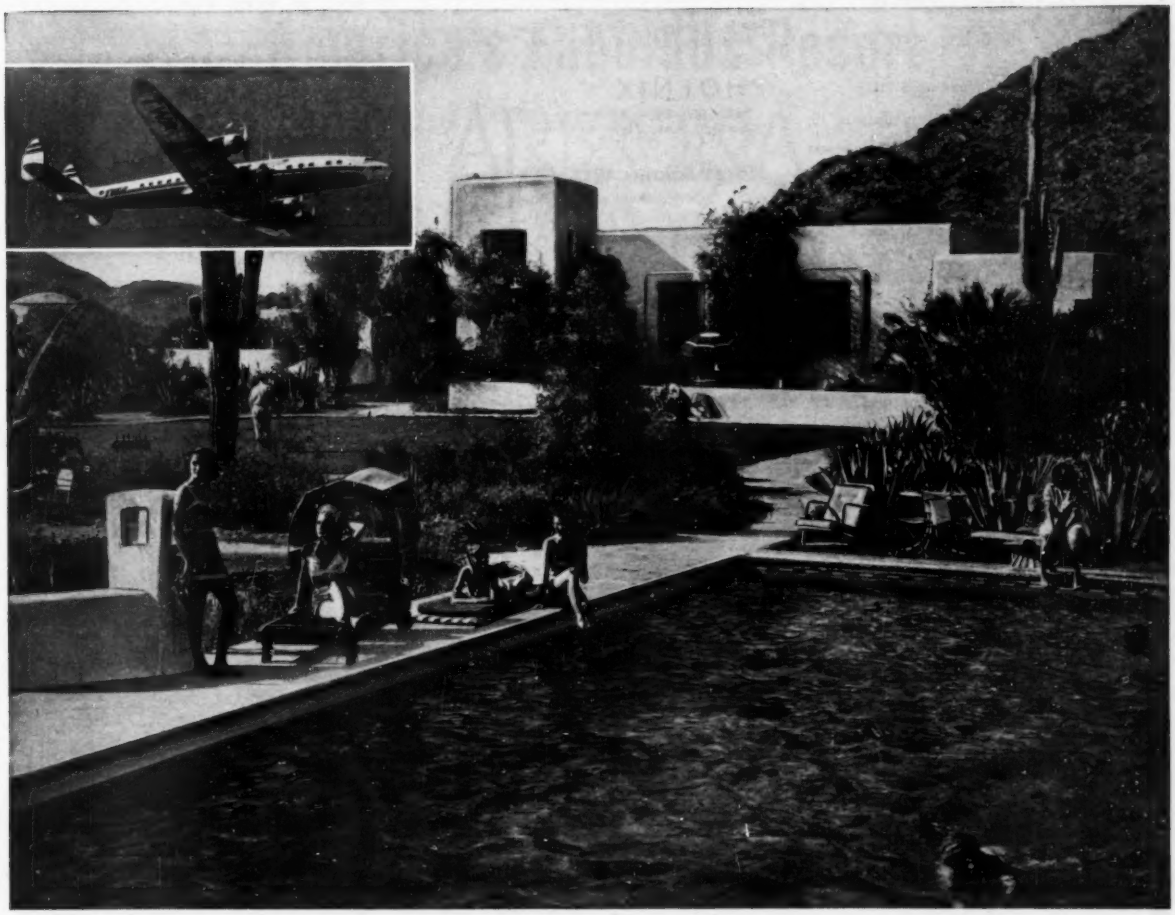
Railroads: A.T. & S.F.
Airlines: TWA

El Tovar and Bright Angel Lodge

See Advertisement, Page 116

South Rim (Phone: Grand Canyon 40)
Manager: Walter D. Rouzer
Convention Season: October 1 to May 1 (except Easter week)
Largest Group Accommodated: 300 (149 rooms available)
Convention Rates: Single: $4.50 to $7.50; Double: $7 to $14; Suites: to $25. Single Deluxe Cabins: $10 to $15; Double Deluxe Cabins: $12 to $17
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 1 (400)
Rates for Meals: Breakfast: $1.50; Lunch: $1.50 to $2; Dinner: $2 to $3.50
Liquor: Served in hotel. Portable bar for cocktail parties.
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 7,962 sq. ft. 2,720 sq. ft. on one floor.
Visual Aids Available: Admatic slide viewer, 35mm motion picture projector
Other Equipment Available: PA system, stage
Parking: Free parking lot at hotels. Garage also available at $1 per night.
Sports Facilities: Hunting in season, Fishing

TWA TO SUN and FUN!



Calm, restful Phoenix . . . gay, exciting Las Vegas

Phoenix . . . land of sunshine, wide-open spaces and every conceivable sport, from riding the range to the greenest 18 holes this side of heaven. Here you'll find excellent hotel facilities for smaller groups, and a relaxing atmosphere that is perfect for any sales meeting. No distracting city life—just a quiet, calm resort where it's easy to control your group round the clock.

Las Vegas . . . fun capital of the world—ideal for a combination business—promotion-type convention. Every conceivable facility is at your command in this great vacation wonderland—even boating in the middle of the desert on Lake Mead, largest man-made lake in the world. TWA offers daily Sky Tourist and First-Class service direct to Las Vegas and Phoenix from both the East and West Coasts . . . making both resorts just hours away from anywhere in the U.S.A.!

For complete details and help on site planning and transportation contact your nearest TWA office or write: Convention Manager, Trans World Airlines, 380 Madison Avenue, New York 17, N. Y.

Fly the finest . . . **FLY TWA**

TRANS WORLD AIRLINES

U.S.A. • EUROPE • AFRICA • ASIA

LITCHFIELD PARK

Railroads: So. Pac.

The Wigwam

Litchfield Park (Phone: Westport 5-9321)
Manager: Furman R. Whitwell
Convention Season: December 1 to January 15, April 2-25
Largest Group Accommodated: 125 (50 rooms and 20 suites available)
Convention Rates: Single: from $20; Double: from $32; Suites: $10 extra for parlor. Rates based on American Plan.
No. Mtg. Rms. & Capacity of Largest: 9 (250)
No. Banquet Rms. & Capacity of Largest: 1 (250)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 16mm Projector and screen. Other equipment available by rental.
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Croquet, Shuffleboard, Swimming, Tennis

PHOENIX

Railroads: So. Pac.; R.I.; A.T. & S.F.
Airlines: AAL, TWA, BAL

Hotel Adams (HSMA)

See Advertisement, Page 118

P.O. Box 870 (Phone: ALpine 3-1131)
Manager: Jack J. Kane
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms available)
Convention Rates: Single: $8; Double: $10; Suites: from $25
No. Mtg. Rms. & Capacity of Largest: 15 (300)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: 75c; Lunch: $1; Dinner: $2.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $25 to $75
Other Equipment Available: Spotlights, stage
Parking: $1.50 for 24 hours
Sports Facilities: Swimming pool on roof, Shuffleboard, Table tennis

Arizona Biltmore

See Advertisement, Page 119

(Phone: AM 5-4771)
Manager: George Lindholm
Convention Season: Nov. 1 to Jan. 15, Apr.

BUSINESS MEETING PLACE OF THE SOUTHWEST

A location that is the very center of convenience; accommodations designed for business men and priced to fit business budgets; years of "know how"—this is a sure-fire successful combination for your sales meetings and conferences in Phoenix.

The next time you plan a business affair of any kind in the Southwest, write or telephone the Adams—let us show you how our infinite attention to the details of your requirements can guarantee you the greatest meeting you've ever staged.

Write now for illustrated floor plans showing available accommodations

ADAMS FEATURES

Sky Patio and Pool • Drive-in Auto Lobby • Year round air conditioning • 24-hour Coffee Shop • New Phoenician Room • Health Club • 1-day laundry service • 24-hour taxi service and self-drive cars at door • Ticket offices for TWA, American, Bonanza & Frontier air lines • 350 rooms and suites from $7 single, $8 double.

HOTEL ADAMS

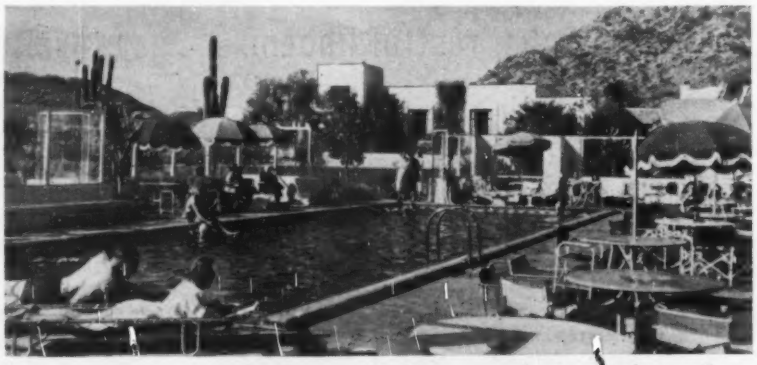
PHOENIX, ARIZONA
Telephone: **Alpine 3-1131**
Teletype: **Px 284**

JOHN A. ROCKWELL, *Pres.* • JACK J. KANE, *Gen. Mgr.*

Plan now to hold your sales meeting in Phoenix, where there's more to do, more to see than anywhere else in the Southwest! Ample meeting and banquet room facilities. Sport shirt weather for riding, swimming, basking, golfing (10 sporty courses!) Finest hotels, motels, resorts . . . accommodations to fit every purse.

SPRING AND FALL RATES ARE LOWER, TOO!

Valley of the Sun Club Dept.
PHOENIX, ARIZONA
Send me a FREE full-color booklet about Phoenix, my convention city!
Name .....
Address .....
City ..... State .....
I am interested in hotel ☐ motel ☐ resort ☐ convention facilities ☐ accommodations ☐.



Camelback Inn

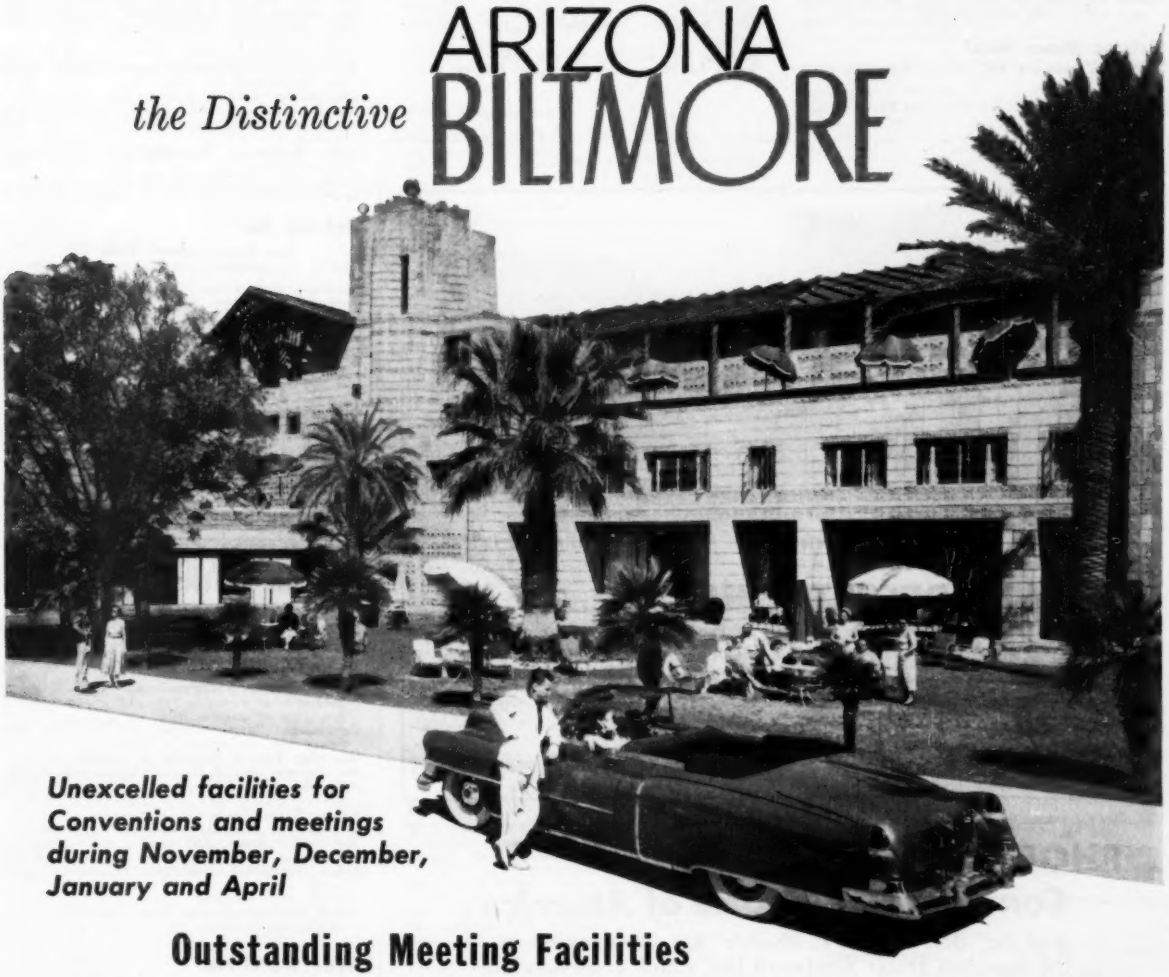
PHOENIX

If you are planning a sales meeting or regional conference of any kind in the southwest, you'll want to consider famous Camelback, one of the world's most interesting American Plan winter resorts. 500 acres of peaceful relaxation. All sports on the sun-drenched desert, including golf at the fabulous new all-green 18-hole Paradise Valley Golf Club, situated right in "our backyard". Mouthwatering food. Genial informality. Dry, Healthful air. October to May.

Write
JACK STEWART, CAMELBACK INN, PHOENIX, ARIZONA

Yes! Available...for your Conferences ...the Famed Advantages of America's Fabulous Resort

the Distinctive ARIZONA BILTMORE



Unexcelled facilities for Conventions and meetings during November, December, January and April

Outstanding Meeting Facilities

Besides the pleasures of a luxury resort, the Arizona Biltmore offers de luxe rooms and suites accommodating 350 people . . . the large dining room seats 350 to 400 . . . a theatre auditorium accommodating 250, with stage and 35 mm and 16 mm projectors . . . several meeting rooms ranging in size suitable for 25 to 100. Along with these facilities your delegates enjoy the service that the Arizona Biltmore is renowned for. Transportation facilities include leading airlines and mainline railroad service.

1400 Acres of Diversions

Have fun between sessions! At the Arizona Biltmore, your delegates have time for hours of it. A Championship 18-hole golf course adjoins a colony of gay cabanas around the colorful swimming pool . . . Four tennis courts . . . Riding stables with miles of scenic trails are very popular.

Spaciousness predominates the lobby where remote areas are available for various meetings and for recreational purposes. Service Bars are conveniently located. And only a few minutes away, by convenient motor, are many famous and colorful western shops.

All This, Plus Arizona's Famous Dry, Sunny Climate . . . The Perfect Change for your Group!

For Rates and other information Write George Lindholm, General Manager
The **ARIZONA BILTMORE** *Phoenix, Arizona*

Largest Group Accommodated: 500 (250 rooms and suites available)
Convention Rates: Double: $40 to $50; Suites: $90. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Liquor: Served in hotel
Other Equipment Available: Spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming pool, Tennis, 18-hole golf course, Horseback riding

Arizona Manor Hotel

2390 E. Camelback Rd. (Phone: AM 6-2431)
Manager: Jack Kogen
Convention Season: All year
Largest Group Accommodated: 75 (60 rooms and 10 suites available)
Convention Rates: Single: $8.50 to $20; Double: $10.50 to $25; Suites: $17.50 to $35
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Rates for Meals: Breakfast: 75c to $1.75; Lunch: $1 to $2.50; Dinner: $2.50 to $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities for 300 cars
Sports Facilities: Golf, Swimming, Racing

JOKAKE INN

PARADISE INN

TWIN DESERT INNS At the foot of colorful Camelback Mountain in the heart of Phoenix' famous resort area —two of America's most luxurious resorts—both Alsonett Hotels. Two swimming pools—golf courses—private stables! Accomodations for groups up to 400. Nine conference rooms available—beautiful new Valley Room seats 500. For further information, write:

SALES MANAGER . . . 6030 E. Camelback . . . Phoenix, Arizona

PHOENIX, ARIZONA . . .
Convention Paradise of America

And the "Best Address in Phoenix" for *your* convention is the spacious Hotel Westward Ho, which combines the advantages of a downtown location with a desert-resort atmosphere.

Our new Convention Auditorium, seating 2,500, with banquet facilities for 1,200, will be ready late this year.

- 500 Beautiful Rooms and Patio Suites
- 11 Meeting Rooms Accommodating from 20 to 500
- Dining, Dancing and Entertainment Nightly
- Dining Room, Coffee Shop, Fountain, Cocktail Lounge
- Patio Swimming Pool

Hotel
Westward Ho

In Arizona's World-Famous Valley of the Sun

Camelback Inn

See Advertisement, Page 118

Lincoln Drive (Phone: Whitney 5-8441)
Manager: Jack Stewart
Sales Manager: John Wheeler
Convention Season: October; first three weeks of November, December, January; last three weeks of April
Largest Group Accommodated: 200 (85 rooms and 15 suites available)
Convention Rates: Single: $22 or $24; Double: $34; Suites: $42. Prices for American Plan.
No. Mtg. Rms. & Capacity of Largest: 5 (220)
No. Banquet Rms. & Capacity of Largest: 3 (275)
Rates for Meals: Breakfast: $2; Lunch: $2.50; Dinner: $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms air conditioned
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 300 sq. ft. all one one floor
Visual Aids Available: Everything for slides and movies
Other Equipment Available: PA system, spotlights.
Parking: Free facilities for 500 cars
Sports Facilities: Golf, Tennis, Swimming, Riding

Jokake Inn

See Advertisement, Page 120

6000 E. Camelback Rd. (Phone: WH 5-6301)
Manager: Robert Foehl
Sales Manager: Mrs. Kathleen Matekel
Convention Season: Nov. 1 to Jan. 15, and Apr.
Largest Group Accommodated: 175 (75 rooms and 6 suites available)
Convention Rates: Single: $20; Double: $32; Suites: $12 per person. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 4 (75); Valley room, used jointly with Paradise Inn, accommodates 475.
No. Banquet Rms. & Capacity of Largest: 4 (100)
Rates for Meals: Breakfast: $1.50 to $2; Lunch: from $2.50; Dinner: from $3.50
Liquor: Served in hotel
Net Exhibit Space: Room for 5 or 6 8' x 10' spaces
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Pool, Tennis, Roque, Golf putting, Horseback riding in desert

Paradise Inn (HSMA)

See Advertisement, Page 120

6150 E. Camelback Rd. (Phone: Whitney 5-8491)
Manager: Fred W. Renker
Convention Season: December 1 to January 20, April
Largest Group Accommodated: 500 (70 rooms available at Paradise Inn with living quarters available at Jokake Inn)
Convention Rates: Single: $16; Double: $28. Prices are for American Plan.
No. Mtg. Rms. & Capacity of Largest: 4 (360)
No. Banquet Rms. & Capacity of Largest: 4 (360)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $3.50 to $5
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2334 sq. ft. on two floors
Visual Aids Available: Movie projector, screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Riding, Tennis, Swimming Putting green, Golf

Westward Ho

See Advertisement, Page 120

618 N. Central (Phone: AL 32181)
Manager: Allen Matthews
Sales Manager: Jack Canady
Convention Season: All year, but only small meetings during winter
Largest Group Accommodated: 500 (300 rooms and 10 suites available)
Convention Rates: Single: from $7.50; Double: from $10; Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 13 (2,500)
No. Banquet Rms. & Capacity of Largest: 13 (2,500)
Rates for Meals: Breakfast
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Swimming, Tennis, Golf, Horseback riding

TUCSON

Railroads: So. Pac.
Airlines: AAL

El Conquistador Hotel

East Broadway (Phone: 5-2611)
Managing Director: Edward F. Meyer
Resident Manager: William D. Meyer

Convention Season: Oct. 1 to May 1
Largest Group Accommodated: 150 (92 rooms and 8 suites available)
Convention Rates: Single: from $8; Double: from $12; Suites: $16, $18, $20
No. Mtg. Rms. & Capacity of Largest: 2 (250)
No. Banquet Rms. & Capacity of Largest: 1 (250)
Rates for Meals: Breakfast: 70c; Lunch: from $1; Dinner: $1.75 to $3.50. Also Coffee Shop at Ala Carte prices.
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms air conditioned
Charges for Banquet & Mtg. Rms.: Prices varies according to number
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, space for small stage
Parking: Free facilities
Sports Facilities: Heated swimming pool, Golf, Tennis, Horseback riding

WINSLOW

Railroads: A.T. & S.F.
Airlines: TWA

La Posada Hotel
(Fred Harvey Management)

201 E. Second (Phone: 701)
Manager: C. W. Weber
Convention Season: Oct. 1 to Apr. 30
Largest Group Accommodated: 120 (50 rooms and 1 suite available)
Convention Rates Single: $4 to $8; Double: $7 to $9; Suites: $25
No. Mtg. Rms. & Capacity of Largest: 2 (175)
No. Banquet Rms. & Capacity of Largest: 1 (180)
Rates for Meals: Breakfast: from 75c; Lunch: from 95c; Dinner: from $2
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $10, when no food is served
Net Exhibit Space: 75 sq. ft. on one floor
Parking: Free facilities for 100 cars

COLORADO

COLORADO SPRINGS

Railroads: D. & R.G.W.; A.T. & S.F.; Col. & So.; C.R.I. & P.; M.T.
Airlines: BNF, CAL

The Broadmoor Hotel

(Phone: Melrose 4-7711)
Manager: Charles A. O'Toole
Convention Season: Labor Day to July 1
Largest Group Accommodated: 300 (130 rooms and 15 suites available)
Convention Rates: Single: $14.50; Double: $26; Suites: $47. These rates are for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Rates for Meals: Breakfast: from 75c; Lunch: from $1.25; Dinner: from $1.95
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,900 sq. ft. on one floor
Visual Aids Available: Can be rented
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Tennis, Golf, Boating, Riding, Tours, Swimming, Ice Skating, Badminton, Handball, Squash, Bowling, Skeet

DENVER

Railroads: Union Pac.; Santa Fe; Burlington Route; D. & I.; Rock Island; Col. & So.; D. & R.G.W.; U.P.
Airlines: UAL, BNF, WAL, CAL

AUDITORIUMS

City Auditorium

14th and Curtis Sts. (Alpine 8864)
Manager: Thomas Seymour
Exhibit Areas: Convention Arena floor, 20,000 sq. ft.; Promenade, 2,000 sq. ft.; Auditorium Theatre, 10,000 sq. ft.; Theatre backstage, 13,600 sq. ft.
Rental Fees and Services: Rent is free; payment only for services. If exhibit space is sold, charge is $.15 per sq. ft. of net space or cost of basic services—whichever is greater.
Floor Load: Exhibition Hall, unlimited; Arena Level, 100 lbs. per sq. ft.
P. A. System. Available in Auditorium, Arena and Theatre
Ceiling Height: Exhibition Hall, 12.5 ft.; Arena, 80 ft.
Dimensions, Opening to Exhibit Hall: 14.4 ft. wide by 11 ft. high
Elevators and Capacities: One service elevator, 12 ft. long by 6 ft. wide, 75 lbs. per sq. ft. load limit
Columns: In Exhibition Hall
Utilities: AC and DC any voltage, water, drains, gas
Loading Facilities: Ramps
Storage Areas: Ample
Meeting Rooms and Capacities: Theatre, 3,300; nine meeting rooms seat from 60 to 120; Arena, seats 5,588
Facilities for Food Functions and Banquet Capacity: Catering kitchen can handle banquet for 2,000
Parking Facilities: Three large lots adjacent to building

Denver Coliseum

46th Ave. and 44th St. (MAin 4820)
Manager: T. L. Seymour
Exhibit Areas: Arena, 25,000 sq. ft.; Promenade, 10,000 sq. ft.; Basement, 6,000 sq. ft.
Rental Fees: On application
Floor Load: Unlimited
Ventilation: Roof exhaust blowers
Ceiling Height: 87 ft.
P. A. System: Available
Columns: None
Utilities: Electricity, gas, water
Loading Facilities: Ample
Storage Areas: Ample
Meeting Rooms and Capacities: 11,433 seats (7,933 permanent)
Facilities for Food Functions and Banquet Capacity: Can handle 2,000
Parking Facilities: 2,500 cars
Distance from Business District: Two miles

Brown Palace Hotel (HSMA)

17th & Tremont (Phone: Tabor 3111)
Manager: Harry M. Anholt
Convention Season: All year, except July and Aug.
Largest Group Accommodated: ... (80 twins and 20 suites available)
Convention Rates: Single: from $7.50; Double: from $12.50; Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 7 (200)
No. Banquet Rms. & Capacity of Largest: 7 (125)
Rates for Meals: Breakfast: $1.15; Lunch: $2.25; Dinner: $3.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $15 to $100
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 for 24 hours, plus 50c for pickup and delivery service

The Cosmopolitan (HSMA)

See Advertisement, Page 139
Broadway at 18th Ave. (Phone: MA 2181)
Manager: Thomas J. Lee
Convention Season: All year except July and Aug.
Largest Group Accommodated: 250 (175 rooms and 15 suites available)
Convention Rates: Single: $7 to $9; Double: $10 to $12; Suites: $18 to $30
No. Mtg. Rms. & Capacity of Largest: 8 (950)
No. Banquet Rms. & Capacity of Largest: 8 (674)
Rates for Meals: Breakfast: $1; Lunch: $1.50; Dinner: $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $10 to $200
Visual Aids Available: Movie Screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per night

ESTES PARK

Railroads: Union Pac.; Santa Fe; Burlington Route; D. & I.; Rock Island; Col. & So.; D. & R.G.W.; U.P.—all to Denver
Airlines: UAL, BNF, WAL, CAL—all to Denver

COLOR BROCHURES
For Any Hotel Listed in the BLUE BOOK
AVAILABLE WITHOUT CHARGE
See Page 153 for details

Stanley Hotel (HSMA)

See Advertisement, Page 121
(Phone: 23)
Manager: G. J. Stobie
Convention Season: June to Sept.
Largest Group Accommodated: 340 (170 rooms and 1 suite available)
Convention Rate: Single: $19; Double: $27; Suites: $50. Rates are for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 2 (400)
Rates for Meals: Breakfast: $1.50; Lunch: $2 to $2.50; Dinner: $3.50 to $4.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 8,000 sq. ft.
Visual Aids Available: 16mm sound projector and screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming, Tennis, Riding, Lawn Games

The "New" STANLEY RESORT
ESTES PARK, COLORADO
George Stobie, Mgr., Phone 23

CONVENTION FACILITIES

Casino Auditorium: 42 x 66 plus balcony and theatrical stage, 15 x 24. Seats 500. Public address system, 5 microphones, turn table, 16mm sound projector, lighting controls. Washrooms. Three exits.

Maxwell Room: 65 x 80. Banquet and dining facilities for 450. PA system, stage, service bar.

Music Room: 40 x 40. Seats 140. Stage, fireplace, picture windows facing continental divide.

Pinon Room: 40 x 27. Seats 140. Western style with fireplace.

Roundup Room: 17 x 40. Seats 100. Luxuriously western. Just completed with pine paneling.

Manor West Lounge: 32 x 32. Seats 140. Fireplace, picture windows facing Long's Peak.

Manor East Lounge: 12 x 32. Seats 140. Fireplace, picture windows facing Lake Estes.

Ranch Room: 32 x 25. Seats 100. Large stone fireplace, western style.

"Extras" Included in American Plan

Square dancing . . . chuck wagon dinners . . . ladies luncheons . . . pool . . . swimming . . . nightly entertainment and dancing . . . admission to world famous Lariat Lounge . . . croquet . . . horseshoes . . . putting . . . tennis . . . children's playground with supervision . . . ping pong . . . billiards . . . bingo . . . card games . . . fashion shows.

Horseback riding, tours of National Park, golf, boating and fishing available at reasonable rates.

EVERGREEN

Railroads: Union Pac.; Santa Fe; Burlington Route; D. & I.; Rock Island; Col. & So.; D. & R.G.W.; U.P.—all to Denver
Airlines: UAL, BNF, WAL, CAL—all to Denver

Troutdale In The Pines

See Advertisement, Page 122

(Phone: Evergreen 33)
Manager: George Margolis
Convention Season: Early June and early Sept.
Largest Group Accommodated: 220 (105 rooms and 2 suites available)
Convention Rates: Single: $16; Double: $24; Suites: same. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 2 (275)
No. Banquet Rms. & Capacity of Largest: 2 (275)
Rates for Meals: Breakfast: $1.50; Lunch: $1.75; Dinner: $3.75
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,000 sq. ft. on one floor
Visual Aids Available: Movie equipment and speakers
Other Equipment Available: PA system, spotlights
Parking: Facilities available
Sports Facilities: Swimming, Golf, Fishing, Tennis, Hiking, Riding

IDAHO

BOISE

Railroads: U.P. Sys.
Airlines: UAL, WCA, EML

Hotel Boise

See Advertisement, Page 139

8th & Bannock (Phone: 2-5511)
Manager: George Horning
Convention Season: All year
Largest Group Accommodated: 200 (90 rooms and 6 suites available)
Convention Rates: Single: $5.50; Double: $7.50; Suites: $16.50
No. Mtg. Rms. & Capacity of Largest: 6 (350)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Rates for Meals: Breakfast: 25c to $1.50; Lunch: 75c to $1.50; Dinner: $1.10 to $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $7.50 to $50
Net Exhibit Space: 3,000 sq. ft.
Other Equipment Available: PA system, spotlights, stages
Parking: $1 per day
Sports Facilities: Golf, Skiing, Swimming

Hotel Owyhee

See Advertisement, Page 139

11th & Main (Phone: 3-4611)
Manager: Al J. Kelly
Sales Manager: V. G. Nikitas
Convention Season: All year
Largest Group Accommodated: 150 (70 rooms and 6 suites available)
Convention Rates: Single: $4.50 to $6; Double: $6.50 ot $8.50; Suites: $12 to $14
No. Mtg. Rms. & Capacity of Largest: 5 (400)
No. Banquet Rms. & Capacity of Largest: 5 (400)
Rates for Meals: Breakfast: 45c to $1.35; Lunch: 75c to $1.50; Dinner: $1.45 to $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $10 to $75
Net Exhibit Space: 4,000 sq. ft. on on floor
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Skiing, Fishing, Hunting, Golf, Trap shooting

POCATELLO

Railroads: U.P. Sys.
Airlines: WAL, WCA

Bannock Hotel

105 S. Arthur (Phone: 1700)
Manager: William W. Shields
Convention Season: All year
Largest Group Accommodated: 300 (130 rooms and 6 suites available)
Convention Rates: Single: $4 to $6.50; Double: $5 to $8; Suites: $12 to $18
No. Mtg. Rms. & Capacity of Largest: 6 (300)
No. Banquot Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: 85c to $1.25; Lunch: 75c to $1.50; Dinner: $1.50 to $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None for conventions
Net Exhibit Space: 1,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Riding, Skiing, Bowling

SUN VALLEY

Railroads: U.P. Sys.
Airlines: UAL WCA

Sun Valley Lodge & The Challenger Inn

(Phone: 3311)
Manager: Winston McCrea
Conv. Manager: Adolph Roubicek
Convention Season: Apr. 15 to June 30, after Labor Day to Oct. 15
Largest Group Accommodated: 500 (292 rooms and 4 suites available)
Convention Rates: Single: $18; Double: $28. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 8 (479)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Comes with American Plan rate
Net Exhibit Space: 1,700 sq. ft.
Visual Aids Available: 16mm, 35mm and 3¼ x 4 projectors
Other Equipment Available: PA system, spotlights, stage
Parking: Lot—free; garage—$1 per night
Sports Facilities: Golf, Ice skating, Horseback riding, Bowling, Tennis, Trap and skeet shooting

MONTANA

BILLINGS

Railroads: N.P.; C.B. & Q.; G.N.
Airlines: WAL, NWA

Northern Hotel

See Advertisement, Page 139

28th at 1st (Phone: 5-5121)
Manager: Ray Bering
Convention Season: All year
Largest Group Accommodated: 300 (100 rooms and 3 suites available)
Convention Rates: Single: from $4; Double: from $6; Suites: $15 to $20
No. Mtg. Rms. & Capacity of Largest: 10 (250)
No. Banquet Rms. & Capacity of Largest: 10 (250)
Rates for Meals: Breakfast: 40c to $1.50; Lunch: 50c to $1.60; Dinner: 85c to $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 3,804 sq. ft. on one floor
Other Equipment Available: PA system, stage
Parking: $1 per night in garage, 75c per night in lot

BUTTE

Railroads: Nor. Pac.; Gt. Nor.; U.P.; B. An. & Pac.; C.M. St. P. & P.
Airlines: NWA, WAL

AUDITORIUM

Butte Civic Center

1340 Harrison Ave. (Phone: 2-2353)
Manager: Rene Rouleau
Exhibit Areas: Main Arena, 22,800 sq. ft.
Rental Fees and Services: $250 per day includes house crew
Floor Load: Unlimited
Ventilation: Forced air
Ceiling Height: 35 ft.
P. A. System: Rauland 100-watt
Dimensions, Opening to Exhibit Hall: 12 ft. by 14 ft. high
Columns: None
Utilities: 220 Volt AC current
Storage Areas: Rear of building
Meeting Rooms and Capacities: 20 small rooms
Facilities for Food Functions: None
Parking Facilities: 3,000 cars
Distance from Business District: Half mile

Hotel Finlen

Broadway & Wyoming (Phone: 5461)
Manager: C. Pat Egan
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms and 20 suites available)
Convention Rates: Single: $5.50 to $7.50; Double: $7 to $9; Suites: $12.50 to $15
No. Mtg. Rms. & Capacity of Largest: 8 (450)
No. Banquet Rms. & Capacity of Largest: 8 (400)
Rates for Meals: Breakfast: $1; Lunch: $1.25; Dinner: $1.50
Liquor: Served in hotel
Charges for Banquet and Mtg. Rms.: $10 to $50 a day
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Golf, Bowling, Fishing, Skiing, Baseball, Basketball, Football

MISSOULA

Railroads: C.M. St. P. & P.; Nor. Pac.
Airlines: NEA

Hotel Florence (HSMA)

111 N. Higgins (Phone: 6-6631)
Manager: H. C. Jensen
Convention Season: All year
Largest Group Accommodated: 350 (150 rooms and 10 suites available)
Convention Rates: Single: $5.50; Double: $7.50; Twins: $8.50 to $14
No. Mtg. Rms. & Capacity of Largest: 8 (750)
No. Banquet Rms. & Capacity of Largest: 6 (600)
Rates for Meals: Breakfast: 75c to $1; Lunch: 85c to $1.25; Dinner: $2 to $3
Liquor: Served in hotel
Air Conditioning: Entire Hotel
Charges for Banquet & Mtg. Rms.: None if food functions scheduled
Net Exhibit Space: 5,500 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1

Colorado's Most Beautiful Mountain Resort

- HORSEBACK RIDING
- SWIMMING
- FISHING
- GOLF, TENNIS
- HIKING
- DANCING
- MOVIES
- CHILDREN'S PLAY-GROUNDS

Exclusive use of hotel can be had with groups of 175 or larger.

TROUTDALE IN THE PINES Evergreen, Colorado (30 Miles from Denver)

Your Host, *George Margolis*

NEVADA

LAS VEGAS

Railroads: U.P.
Airlines: TWA, WAL, UAL, BAL

Desert Inn

See Advertisement, Page 124

Highway 91 (Phone: 6000)
Manager: Carl J. Williams
Convention Season: All year, Sunday through Thursday
Largest Group Accommodated: 200 (100 rooms and 19 suites available)
Convention Rates: Single: $6 to $15; Double: $8 to $17; Suites: $15 to $35
No. Mtg. Rms. & Capacity of Largest:
No. Banquet Rms. & Capacity of Largest:
Rates for Meals: Breakfast: $1; Lunch: $1.50; Dinner: $3.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Parking: Free facilities
Sports Facilities: Golf Swimming, Horseback riding

Hotel El Cortez

600 Fremont (Phone: 1500)
Manager: Lynn Chase
Sales Manager: Art Force
Convention Season: All year, Sunday through Thursday
Largest Group Accommodated: 100 (50 rooms and 3 suites available)
Convention Rates: Single: $7; Double: $9; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 2 (100)
Rates for Meals: Breakfast: 75c; Lunch: 95c to $1.25; Dinner: $1.55 to $4.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 400 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming, Fishing

El Rancho Vegas

See Advertisement, Page 126

Highway 91 (Phone: 1300)
Manager: Archie E. Loveland
Reservation Manager: E. Wiley
Convention Season: All year, Sunday through Thursday, but prefer winter months
Largest Group Accommodated: 450 (200 rooms and 25 suites available)
Convention Rates: $10 to $35 for doubles; Suites: $25 to $75
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Rates for Meals: Breakfast: $1.50; Lunch: $2; Dinner: $4.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Golf, Horseback riding, Fishing, Tennis

Hotel Elwell

204 S. 1st St. (Phone: 4700)
Manager: Wm. H. Elwell
Convention Season: All year, but prefer weekdays
Largest Group Accommodated: 60 (30 rooms available)
Convention Rates: Single: $6; Double: $7.50; Twins: $9
No. Mtg. Rms. & Capacity of Largest: 1 (30)
Liquor: Served in hotel
Air Conditioning: Bedrooms
Parking: Free facilities

Flamingo Hotel (HSMA)

See Advertisement, Page 124

Highway 91 (Phone: 4000)
Manager: Dick Chappell
Convention Season: All year, Sunday through Thursday
Largest Group Accommodated: 200 (100 rooms and 10 suites available)
Convention Rates: Single: $5 to $20; Double: $7 to $20; Suites: $25
No. Mtg. Rms. & Capacity of Largest: 1 (600)
No. Banquet Rms. & Capacity of Largest: 1 (600)
Rates for Meals: Breakfast: $1.50; Lunch: $2; Dinner: $4
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Horseback riding, Tennis, Golf

Hotel Last Frontier

See Advertisement, Page 124

Highway 91 (Phone: 1800)
Manager: R. O. Canon
Convention Season: All year, Monday through Thursday or any weekend in Dec. or Jan., except Christmas to New Year week
Largest Group Accommodated: 400 (1850 rooms available)
Convention Rates: Single: $7 to $15; Double: $9 to $18
No. Mtg. Rms. & Capacity of Largest: 5 (750)
No. Banquet Rms. & Capacity of Largest: 1 (750)
Rates for Meals: Breakfast: from 85c; Lunch: from $1.50; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 6,048 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking. Free facilities
Sports Facilities: Swimming, Horseback riding, Golf

Hotel Sahara

See Advertisement, Page 124

Highway 91 (Phone: 6800)
Manager: Robert J. Glenn
Convention Season: All year, Sunday through Friday AM
Largest Group Accommodated: 100 (50 rooms and 12 suites available)
Convention Rates: Single: $8 to $14; Double: $10 to $16; Suites: $25 to $150
No. Mtg. Rms. & Capacity of Largest: 1 (700)
No. Banquet Rms. & Capacity of Largest: 1 (650)
Rates for Meals: Breakfast: from $1; Lunch: from $1.50; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Horseback riding, Swimming

Sands Hotel

See Advertisement, Page 124

Highway 91 (Phone: 7100)
Manager: Douglas Richards
Convention Season: All year, Monday through Thursday
Largest Group Accommodated: 100 (50 rooms and 20 suites available)
Convention Rates: Double: $12 to $18
No. Mtg. Rms. & Capacity of Largest: 2 (200)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Rates for Meals: Breakfast: $1.25; Lunch: $2; Dinner: $4
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,000 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Riding, Golf

COLOR BROCHURES
for Any Hotel Listed in the
BLUE BOOK
Available Without Charge
See Page 153 for details
Another SALES MEETINGS Service
in the interest of Better Meetings

Silver Slipper

Highway 91 (Phone: 1800)
Manager: Herb McDonald
Convention Season: All year, except holiday weekends
Largest Group Accommodated: 800 (190 rooms and 15 suites available)
Convention Rates: Single: from $7; Double: from $9; Suites: from $22
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Nominal fees
Net Exhibit Space: 8,000 sq. ft. on one floor
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: 18-hole golf course, Swimming, Horseback riding, Skeet shooting, Trap shooting

Thunderbird Hotel

See Advertisement, Page 124

Highway 91 (Phone: 5100)
Manager: Mrs. Pat Poust
Convention Season: All year, Sunday through Thursday
Largest Group Accommodated: 100 (50 rooms and 12 suites available)
Convention Rates: Single: $9 to $20; Suites: $24 to $50
No. Mtg. Rms. & Capacity of Largest: 1 (110)
No. Banquet Rms. & Capacity of Largest: 1 (75)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 192 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming, Horseback riding

HOWDY PODNER

PLAN YOUR
SALES CONFAB
OR YOUR
CONVENTION
AT THE
FUN AND SUN
SPOT OF AMERICA
CONVENTION BUREAU
LAS VEGAS
NEVADA
CHAMBER OF COMMERCE
310

YOUR NEXT

SALES MEETING

LAS

unparalleled luxury

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HOTELS. ALSO A WIDE RANGE OF ROOM ACCOMMODATIONS TO FIT ANY BUDGET,

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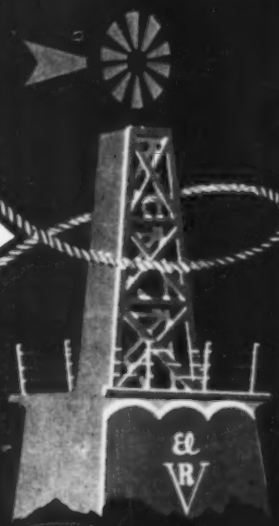


STOP AT THE SIGN OF THE WINDMILL

El Rancho Vegas

Las Vegas Nevada

FOR THE TIME OF YOUR LIFE!

For a Really Important Meeting or Convention

El Rancho Vegas does not cater to the "average" convention nor "usual" sales meeting because this exclusive Hotel offers something very special in luxury and service. *El Rancho Vegas* is the place for the *very* special Meeting or Convention.

The World's most distinguished clientele acclaim *El Rancho Vegas* America's finest Western hotel. Completely redesigned and refurnished by Tom Douglas, *El Rancho Vegas* offers luxurious comfort in the most picturesque Early West atmosphere. Each Season equally delightful for every sport and recreation from Golf to cruising and fishing on nearby Lake Mead. A Casino with Games of Chance that make Monte Carlo seem dull. Every type of Round the Clock restaurant and bar service. And Tom Douglas presents fabulous revues nightly with the World's Greatest Stars in the famous "Opera House". Yet *El Rancho Vegas* offers business-like seclusion for intensive Meeting or Convention sessions.

For that very special conclave . . . for a really sumptuous meeting . . . you will choose *El Rancho Vegas*. Your board of directors . . . sales managers . . . key executives . . . any very special group deserving the very best will find it at *El Rancho Vegas*.

For available dates, rates, etc., write today!

RENO

Railroads: So. Pac.; V. & T.; W.P.
Airlines: UAL, BAL

Hotel El Cortez

235-241 W. 2nd St. (Phone: 2-9161)

Manager: Edward F. Kinney
Convention Season: All year
Largest Group Accommodated: 250 (100 rooms available)
Convention Rates: Single: $6 to $7; Double: $9 to $11; Twins: $10 to $12
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 3 (400)
Rates for Meals: Breakfast: $65c Lunch: $1.05; Dinner: $1.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights, stage
Parking: 35c all day
Sports Facilities: Golf, Swimming, Tennis, Horseback riding, Skiing

Mapes Hotel

(Phone: Reno 2-4581)

Gen. Manager: Chas. W. Mapes, Jr.
Manager: W. H. Ramage
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 5 suites available)
Convention Rates: Single: $6; Double: $8; Twins: $10; Suites: $25
No. Mtg. Rms. & Capacity of Largest: 2 (350)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Rates for Meals: Breakfast: $1.50; Lunch: $1.50; Dinner: $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None when hotel is headquarters for convention
Net Exhibit Space: 4,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: 50c
Sports Facilities: Fishing, Hunting, Skiing, Swimming

The Riverside

17 So. Virginia St. (Phone: 29411)

Manager: Arthur V. Allen
Convention Season: All year
Convention Rates: Single: $7 to $13; Double: $12 to $25; Suites: $15 to $25
No. Mtg. Rms. & Capacity of Largest: 3 (400)
No. Banquet Rms. & Capacity of Largest: 1 (400)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per day
Sports Facilities: Swimming pool

NEW MEXICO

ALBUQUERQUE

Railroads: A.T. & S. Fe
Airlines: TWA, CAL, PAL

Alvarado Hotel

110 First St. (Phone: 3-6671)

Manager: John D. Garvin
Convention Season: All year
Largest Group Accommodated: 250 (118 rooms and 4 suites available)
Convention Rates: Single: $5.50 to $9; Double: $7.50 to $10; Suites: $20 to $30
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 4 (300)
Rates for Meals: Breakfast: from 85c; Lunch: from 85c; Dinner: from $1.10
Liquor: Served in hotel
Air Conditioning: Bedrooms and suites
Charges for Banquet & Mtg. Rms.: $25 to $75
Other Equipment Available: PA system, spotlights, stage
Parking: 75c for 24 hours on lot
Sports Facilities: Golf, Swimming, Tennis, Riding, Skiing

Hilton Hotel

(Phone: 3-4423)

Manager: Mort Odell
Sales Manager: John B. Williams
Convention Season: All year
Largest Group Accommodated: 300 (75 rooms and 6 suites available)
Convention Rates: Single: $5.50 to $8.50; Double: $7 to $10.50; Suites: $20 to $22
No. Mtg. Rms. & Capacity of Largest: 6 (450)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Rates for Meals: Breakfast: from 45c; Lunch: from 95c; Dinner: from $1.20
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 2,500 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per night
Sports Facilities: Golf

SANTA FE

Railroads: Santa Fe
Airlines: CAL, PAL, TWA

LaFonda Hotel

See Advertisement, Page 116

100 San Francisco St. (Phone: Santa Fe 3-5511)

Manager: David L. Cole
Convention Season: September 1 to June 30
Largest Group Accommodated: 280 (216 rooms including 11 suites available)
Convention Rates: Single: $6 to $10; Double: $8 to $14; Suites: $15 to $40
No. Mtg. Rms. & Capacity of Largest: 2 (135)
No. Banquet Rms. & Capacity of Largest: 5 (450)
Rates for Meals: Breakfast: 75c to $2; Lunch: 95c to $2.50; Dinner: $2 to $6.50; Banquet: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 876 sq. ft. on one floor
Other Equipment Available: PA system
Parking: 25c 1st hour, $1 for 24 hrs.
Sports Facilities: Golf, Fishing, Hunting, Riding, Skiing, Sightseeing

UTAH

OGDEN

Railroads: Bamb. RR. Co.; So. Pac.; U. Pac.; D. & R.G.W.
Airlines: WAL, UAL

Ben Lomond

411 25th St. (Phone: 4-5761)

Manager: Campbell Eccles
Sales Manager: Leon Taylor
Convention Season: All year
Largest Group Accommodated: 500 (125 rooms and 6 suites available)
Convention Rates: Single: $5.50; Double: $7; Suites: $14
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 6 (365)
Rates for Meals: Breakfast: 60c to $1; Lunch: 60c to $1.25; Dinner: $1.25 to $3
Liquor: Beer and setups only
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None when food served; meeting only—$5
Net Exhibit Space: 1,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking $1 per night
Sports Facilities: Horseback riding, Golf, Skiing

SALT LAKE CITY

Railroads: D. & R.G.W.; S.L.G. & W.; U.P.; W.P.; Bamb. R.R. Co.
Airlines: UAL, WAL

Hotel Newhouse (HSMA)

See Advertisement, Page 139

4th South & Main (Phone: 4-7761)

Manager: Sam Standard
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms available)
Convention Rates: Single: from $5; Double: from $7; Suites: $15 to $30
No. Mtg. Rms. & Capacity of Largest: 15 (1,200)
No. Banquet Rms. & Capacity of Largest: 15 (1,000)
Rates for Meals: Breakfast: $1.50 to $2; Lunch: $1.50 to $2.50; Dinner: $2.50 to $8
Liquor: Setups only
Charges for Banquet & Mtg. Rms.: $10 to $150
Other Equipment Available: PA system, spotlights, stage
Parking: 35c to $1
Sports Facilities: Ski resort 20 miles

Hotel Utah (HSMA)

Main at So. Temple (Phone: 3-2661)

Manager: Max Carpenter
Sales Manager: Mrs. Winifred P. Ralls
Convention Season: All year, except first half of Oct. and few days in June
Largest Group Accommodated: 550 (250 rooms in winter and 200 in summer, with 12 suites available)
Convention Rates: Single: $5 to $11; Double: $7 to $13; Twins: $9 to $13; Suites: $13 to $25
No. Mtg. Rms. & Capacity of Largest: 11 (750)
No. Banquet Rms. & Capacity of Largest: 12 (420)
Rates for Meals: Breakfast: $1.75 to $2.25; Lunch: $2.25 to $2.75; Dinner: $3.25 to $6
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: $10 to $150
Net Exhibit Space: 2,400 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per day

WYOMING

CHEYENNE

Railroads: Burl.; Un. Pac.; Col. & So.
Airlines: UAL, WAL

Plains Hotel

16th & Central (Phone: 3-3311)

Manager: Howard W. Hanson
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms and 5 suites available)
Convention Rates: Single: $4.50 to $5; Double: $6.50 to $8; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 5 (300)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Rates for Meals: Breakfast: 75c to $1.25; Lunch: 85c to $2; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Other Equipment Available: PA System, spotlights, stage
Parking: Facilities available

On your next meeting
IN RENO

Ask us to help you with our free convention services; arrange room reservations, banquets, cocktail parties, speakers, meeting halls, other details. Write now for complete information and our references.

CONVENTION DEPARTMENT OF THE Reno Chamber of Commerce

P. O. Box 2109 • TWX RE 46 • Reno, Nevada

PACIFIC

Cal., Ore., Wash.

CALIFORNIA

APPLE VALLEY

Railroads: So. Pac.

Apple Valley Inn

Phone: Victorville 5327
Manager: Geo. L. Stillings
Convention Season: All year
Largest Group Accommodated: 200 (85 rooms available)
Convention Rates: Single: $8 to $16; Double: $10 to $18
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Rates for Meals: Breakfast: from 80c; Lunch: from $1.50; Dinner: from $2.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Horseback riding, Swimming, Tennis, Badminton, Shuffleboard

BERKELEY

Railroads: So. Pac.; Santa Fe

Hotel Claremont

Tunnel Road (Phone: Berkeley 7-9300)
Manager: C. C. Gillum
Convention Season: All year
Largest Group Accommodated: 100 (40 rooms and 10 suites available)
Convention Rates: Single: from $5; Double: from $8; Suites: from $14
No. Mtg. Rms. & Capacity of Largest: 4 (750)
No. Banquet Rms. & Capacity of Largest: 5 (700)
Rates for Meals: Breakfast: 90c to $3; Lunch: $1.90 to $4; Dinner: $2.50 to $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $10 to $100
Net Exhibit Space: 190 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Tennis

Hotel Durant

2600 Durant Ave. (Phone: Berkeley 7-8981)
Manager: William E. Morris
Convention Season: All year, except two weeks at opening of Univ. of Calif. in Sept.
Largest Group Accommodated: 200 (65 rooms and 10 suites available)
Convention Rates: Single: $4 to $7; Double: $6 to $10; Suites: $14 to $16
No. Mtg. Rms. & Capacity of Largest: 3 (175)
No. Banquet Rms. & Capacity of Largest: 3 (105)
Rates for Meals: Breakfast: a la carte; Lunch: from 90c; Dinner: from $1.70
Liquor: No bar but setups available
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 1,524 sq. ft.
Parking: 50c per night
Sports Facilities: Tennis, Golf, Swimming

BEVERLY HILLS

Railroads: Pac. Elec.; S.P.

Beverly Wilshire Hotel

9514 Wilshire Blvd. (Phone: Crestview 54282)
Manager: A. M. Padden
Sales Manager: Ann Clark
Convention Season: All year
Largest Group Accommodated: (200 rooms available during Apr. 15 to June 15, Oct. 15 to Dec. 15)
Convention Rates: Single: from $12.50; Double: from $16; Suites: $28 and $30
No. Mtg. Rms. & Capacity of Largest: 2 (550)
No. Banquet Rms. & Capacity of Largest: 3 (350)
Rates for Meals: Breakfast: from $2; Lunch: from $3; Dinner: from $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: Depending on type of function
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Tennis, Swimming

BLAIRSDEN

Railroads: W.P.

Feather River Inn (HSMA)

See Advertisement, Page 128

(Phone: 16)
Manager: Robert C. Walker
Convention Season: May, June, Sept.
Largest Group Accommodated: 220 (123 rooms and 6 suites available)
Convention Rates: Single: $13 to $14; Double: $26 to $28; Suites: $39 to $42. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 3 (250)
No. Banquet Rms. & Capacity of Largest: 2 (220)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft.
Visual Aids Available: 16mm silent projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Horseback, riding, Swimming, Fishing

CARMEL

Airlines: SWA

La Playa Hotel

P.O. Box 900 (Phone: Carmel 7-6476)
Manager: Mogens V. Hilborg
Convention Season: Fall and Winter
Largest Group Accommodated: 120 (60 rooms and 2 suites available)
Convention Rates: Single: $8; Double: $10; Suites:
No. Mtg. Rms. & Capacity of Largest: 3 (175)
No. Banquet Rms. & Capacity of Largest: 3 (175)
Rates for Meals: Breakfast: $1.50; Lunch: $1.50; Dinner: $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None if convention in hotel
Net Exhibit Space: 1,350 sq. ft.
Other Equipment Available: PA system
Parking: 50c for 24 hours
Sports Facilities: Swimming, Golf, Horseback riding, Fishing

CORONADO

Railroads: S.D. & A.E.; Str. from S.F.

Hotel del Coronado

See Advertisement, Page 128

Ocean Front (Phone: HE 4-3161)
Managing Director: Ashton A. Stanley
Conv. Manager. Richard B. Corcoran
Convention Season: All year, but only very small groups in July and Aug.

FEATHER RIVER INN

We cordially invite your inspection of our facilities

A UNIQUE CONVENTION RESORT

Blairsden, Calif. Ph: 16

San Francisco Office
Ferry Bldg., Garfield 1-4196

Chicago Office
The Interstate Co., Suite 1450
Mdse. Mart, Michigan 2-5680

Let's Meet in Coronado!

- **Groups up to 700**
- **Available April, May, and June Sept. 15—Jan. 10**
- **American Plan**
- **Ample Meeting Rooms** *(No Charge)*
- **Beach Club and Tennis Courts Complimentary**

California is fun . . . and Hotel del Coronado is tops in California!

All convention activities under one roof . . . with plenty to do for relaxation. Swim in pool or sea; dancing, golf, tennis . . . exciting old Mexico only 1/2 hour away.

We'll help you make your next convention the best yet!

Ashton A. Stanley, Managing Director
HOTEL del CORONADO • Coronado, Calif.

Largest Group Accommodated: 700 (350 rooms available)
Convention Rates: Single: $18; Double: $28; Suites: $8 per day extra for lanai. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 10 (1,200)
No. Banquet Rms. & Capacity of Largest: 7 (700)
Rates for Meals: Breakfast: $2; Lunch: $2.50; Dinner: $4—plus tax
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None if convention in hotel
Visual Aids Available: 35mm projection and sound equipment
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per night in garage. Free parking on grounds
Sports Facilities: Tennis Club, Golf, Sailing, Fishing, Shuffleboard, Ping pong, Beach, Swimming pool

FRESNO

Railroads: S.P.; A.T. & S. Fe
Airlines: TWA, UAL

Hotel Californian

Kern & Van Ness (Phone: 4-9611)
Reservations Manager: Miss Merle I. Norton
Manager: Robert S. Noyes
Convention Season: All year
Large Group Accommodated: 400 (228 rooms and 5 suites available)
Convention Rates: Single: from $5; Double: from $7; Twins: from $9.50; Suites: from $15
No. Mtg. Rms. & Capacity of Largest: 10 (750)
No. Banquet Rms. & Capacity of Largest: 10 (400)
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: from $5
Net Exhibit Space: 2,500 sq. ft. on two floors
Other Equipment Available: PA system, stage
Parking: Facilities available

HOLLYWOOD

Railroads: Pac. Elec.; S.P.

Hollywood Plaza Hotel

1637 N. Vine (Phone: Hollywood 5-1131)
Manager: Walter M. Schroeder
Convention Season: All year
Largest Group Accommodated: 135
Convention Rates: Single: $5.50 to $7.50; Double: $8 to $9.50; Twins: $8.50 to $10.50; Suites: $11 to $18
No. Mtg. Rms. & Capacity of Largest: 2 (140)
No. Banquet Rms. & Capacity of Largest: 2 (120)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.50; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: No charge if food served; otherwise, $15 and $35
Net Exhibit Space: 1,500 sq. ft.
Other Equipment Available: PA system, Spotlights, Stage
Parking: from 50c per day
Sports Facilities: Heated pool

Hollywood Roosevelt Hotel

See Advertisement, Page 129

7000 Hollywood Blvd. (Phone: Hollywood 9-2442)
Manager: L. B. Nelson
Sales Manager: Robert Fannin
Convention Season: All year
Largest Group Accommodated: 100 (40 rooms and 10 suites available)
Convention Rates: Single: $8; Double: $10; Suites: $18
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (400)
Rates for Meals: Breakfast: $2; Lunch: $2.50; Dinner: $3.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $12.50 to $100
Other Equipment Available: PA system, spotlights, platform
Parking: 25c to 75c in garage
Sports Facilities: Swimming pool

LAKE TAHOE

Railroads: So. Pac.

Tahoe Tavern

Tahoe City (Phone: Tahoe City 300)
Manager: Fred Ichelson
Convention Season: June 15 to July 1, and after Labor Day
Largest Group Accommodated: 300 (92 rooms and 33 suites available)
Convention Rates: Single: $14; Double: $28; Suites: $48. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 4 (300)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day in garage
Sports Facilities: Swimming, Boating, Fishing, Water skiing, Tennis, Golf

LA JOLLA

Railroads: See San Diego
Airlines: See San Diego

La Valencia Hotel

(Phone: GL 4-2175)
Manager: Richard P. Irwin
Sales Manager: Robert L. Gordon
Convention Season: All year, except Feb., Mar., July, Aug.
Largest Group Accommodated: 75 (45 rooms and 4 suites available)
Convention Rates: Single: $7 to $8; Double: $11 to $16; Suites: $25
No. Mtg. Rms. & Capacity of Largest: 3 (100)
No. Banquet Rms. & Capacity of Largest: 2 (100)
Rates for Meals: Breakfast: $1.50; Lunch: $2.25 to $2.50; Dinner: from $2.65
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None if hotel is convention headquarters
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Golf, Tennis, Pool, Ocean bathing ½ block

LA QUINTA

Railroads: So. Pac. to Indio; Santa Fe; Union Pac. to San Bernardino
Airlines: WAL to Palm Springs

La Quinta Hotel

(Phone: Coachella Valley 9-3535)
Manager: Henry M. Lynch
Convention Season: Prior to Christmas and just before Easter (hotel open from Thanksgiving to Easter)
Largest Group Accommodated: 100 (58 rooms and 15 suites available)
Convention Rates: Single: $20; Double: $30; Suites: $50. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 2 (125)
No. Banquet Rms. & Capacity of Largest: 1 (125)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $6
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system
Parking: Free facilities
Sports Facilities: Swimming pool, Golf nearby, Tennis, Riding

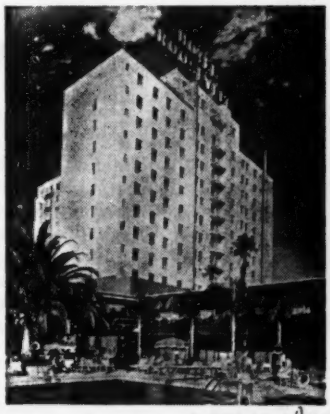
LONG BEACH

Railroads: A.T. & S.F.; Pac. Elec.; So. Pac.; U. Pac.
Airlines: UAL, WAL, TWA, AAL

AUDITORIUM

Municipal Auditorium

270 E. Seaside Blvd. (Phone: 727-71)
Manager: David Olmsted
Exhibit Areas: Exhibit Hall, 25,000 sq. ft.; Convention Hall, 15,000 sq. ft.; Mezzanine, 2,000 sq. ft.
Rental Fees: On application
Ceiling Height: Exhibit Hall, 16 ft.; Convention Hall, 55 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 10 ft. wide, 14 ft. high
Elevators and Capacities: Two, 90 persons each
Columns: 24 in. by 30 in., 20 ft. apart
Utilities: AC 110-220 current
Loading Facilities: Truck entrance with one-ton hoist
Storage Areas: 900 sq. ft.
Meeting Rooms and Capacities: Two, 180; two, 50; two, 40; one, 25
Facilities for Food Functions and Banquet Capacity: Can handle banquet for 1,800
Parking Facilities: Adjacent
Distance from Business District: Two blocks



HULL HOTELS

Hollywood, California's
LARGEST FINEST HOTEL

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★ POOLSIDE VILLAS
★ "ISLANDER"
★ CINEGRILL
★ GARDEN GRILL

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SACRAMENTO CALIFORNIA ▶ *Hotel El Rancho*

Choose LONG BEACH

for Sales Meetings, Conventions

The Ideal year-round site where business is fun!

Check these multiple benefits

1. Ready and at your disposal is the famous Long Beach Municipal Auditorium at the base of Rainbow Pier and in the heart of Long Beach activities. Situated on the beach, the modern structure features the Convention Hall, Exhibit Hall and the Concert Hall.

The Convention Hall, 135' x 103', will seat 2102 on the main floor, or provide space for 72 standard exhibit booths. The balcony seats 1587 and the loges 419.

The Exhibit Hall seats 707, or will house 160 exhibits. The Concert Hall seats 1377 with display space in the circular foyer.

Permanent, completely-equipped stages are in the Convention Hall and the Concert Hall, and both have projection booths. A portable stage is available for the Exhibit Hall. Other facilities include 15 dressing rooms, 6 committee rooms, public address systems, storage rooms, and complete kitchen facilities to feed 2000 persons.

2. **New 15,000-Seat Auditorium**

This new addition, to be completed in January, 1956, will give Long Beach unsurpassed facilities. The elliptical, clear-span over-all dimensions of 358' x 409' give clear floor space of 204' x 300'. The main floor will hold 370 exhibit booths or 6,223 seats. There are 8,777 fixed seats in the balcony to bring the total seating capacity to 15,000.

The combined facilities of the two connecting present and new buildings will be 602 exhibit booths and 20,485 seats, or almost any variation desired.

Book your meeting now to take advantage of these fine new facilities.

3. **A Fabulous Meeting Center**

Long Beach weather, air-conditioned by nature, welcomes you 12 months a year. The equable, all-year climate in Long Beach is definitely a factor in choosing this as the site of your meeting.

Summers and fall are dry, with showers limited to the winter and early spring. There is no snow and the temperature almost never drops to freezing even in winter. Summer days are kept fresh and cool by ocean breezes, yet blanket bed-covering is required every night of the year.

However, snow-capped mountains and sun-drenched deserts are but a short drive from Long Beach.

By any measure — climate, location, facilities, or service — Long Beach is the ideal site for you. Sales meetings, trade shows or conventions all receive experienced and personalized attention and a civic welcome.

in Southern California and Trade Shows...

4. Hotel Facilities

WILTON HOTEL

LAFAYETTE HOTEL

Long Beach offers excellent housing accommodations in its many hotels. Headquarters for sales meetings, conventions and trade shows are the Wilton Hotel and the Lafayette Hotel.

Hotels are located close to the Municipal Auditorium on the ocean front, and a step from the shops, theatres, amusement zone and the beach.

In the heart of Southern California's year-round playground, these hotels are ideal for group meetings. Complete facilities are available including sample, display and committee rooms as well as meeting rooms that accommodate from 10 to 1200.

The fine restaurants of these two leading hotels are famous for their excellent cuisines and offer private dining room service for small committees or banquets up to 900 persons.

Experienced staff members aid you in the happy planning and completion of your meeting.

For detailed information of hotel facilities see listings in this section.

5. Exhibit Contractors

Exhibitors in Long Beach are fortunate in having available the facilities of M. E. Taylor & Son. This company services shows throughout California, Arizona and Nevada but with their headquarters in Long Beach they offer exceptional on-the-spot, immediate attention.

They supply various booth set-ups in repp, velour, plush and in a variety of colors. They also furnish all necessary accessories such as tables, chairs, rugs, risers, ropes, lighting equipment and signs.

If you have your own booth that needs to be installed or refurbished, Taylor's has a special department for custom work including designing and building a booth to your specifications.

"Service" is their watch-word.

6. Other Attractions

Business is a pleasure when your headquarters are in Long Beach. Within a few short miles are Catalina Island, Knott's Ghost Town and Berry Farm, Laguna Beach, San Juan Capistrano Mission, the Hollywood and Santa Anita race tracks, and many other attractions including Los Angeles and Hollywood.

Foremost in local attractions are the 8-mile beach, the Long Beach harbor (America's most modern port), Rainbow Pier, University by the Sea, the Lagoon, the Marina, golf courses, fishing piers (and deep-sea fishing), the Nu-Pike amusement zone and many other points of interest.

Drive-yourself car rentals, limousine service, taxicabs and sight-seeing buses are available for those who want local transportation.

The many attractions — both natural and man-made — are all-year pleasures to brighten business meetings. Write now for full information.

LONG BEACH CHAMBER OF COMMERCE

Trade Show and Tourist Department, 200 East Ocean Blvd.

WILTON HOTEL
210 East Ocean Blvd.
Phone 7-2201

LAFAYETTE HOTEL
Broadway & Atlantic
Phone 6-6271

M. E. TAYLOR & SON
1501 Oregon Ave.
Phone 6-7231

LONG BEACH, CALIFORNIA

Lafayette Hotel

See Advertisement, Page 131

Broadway and Linden (Phone: Long Beach 355681)
Manager: Ford Montgomery
Sales Manager: Franklin Davis
Convention Season: All year
Largest Group Accomodated: 350 (175 rooms and 19 suites available)
Convention Rates: Single: $5 to $12; Double: $7 to $15; Suites: $16 to $25
No. Mtg. Rms. & Capacity of Largest: 12 (900)
No. Banquet Rms. & Capacity of Largest: 9 (700)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.50; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None if convention registered in hotel
Net Exhibit Space: 5,000 sq. ft.
Visual Aids Available: Projection booth, movie screen, podium
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per night indoor and outdoor
Sports Facilities: Beach, Golf, Bowling, Tennis, Riding

Wilton Hotel (HSMA)

See Advertisement, Page 131

210 E. Ocean Blvd. (Phone: Long Beach 7-2201)
Manager: A. L. Coleman
Sales Manager: Ralph Breshears
Convention Season: All year
Largest Group Accommodated: 600 (225 rooms and 15 suites available)
Convention Rates: Single: $6; Double: $10; Suites: $25
No. Mtg. Rms. & Capacity of Largest: 11 (1,000)
No. Banquet Rms. & Capacity of Largest: 8 (800)
Rates for Meals: Breakfast: $1.25 to $2.50; Lunch: $1.50 to $3.50; Dinner: $2.50 to $8
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None to conventions
Net Exhibit Space: 12,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 inside garage; $1 outside

LOS ANGELES

Railroads: So. Pac.; Santa Fe; U. Pac.; Pac. Elec.; Los. A. Jnct.
Airlines: AAL, BAL, TWA, UAL, WAL, PAA, SWA, CMA

AUDITORIUMS

Pan Pacific Auditorium

7600 Beverly Blvd. (York 1123)
Manager: C. E. Cord, President
Exhibit Areas: 100,000 sq. ft.
Rental Fees and Services: Rentals include overhead light, janitor service, maids, porters, ticket takers, night watchman, fireman and offices
Floor Load: Unlimited
Ceiling Height: 24 ft. **P. A. System:** Altec system
Dimensions: Opening to Exhibit Hall: 17 ft. high, 60 ft. wide
Columns: 20 feet apart
Utilities: 110, 220, 440 AC current; gas, water
Loading Facilities: level ground
Facilities for Food Functions: None, three concession bars and cocktail lounge
Parking Facilities: 32 acres
Distance from Business District: Eight miles

Shrine Exposition Hall

700 West 32nd St. (PRospect 6126)
Manager: Fred J. Tabery
Exhibit Area: Ground floor and balcony, 56,000 sq. ft.
Rental Fees and Services: $600 per day; move in and out, $200 per day; other services additional.
Floor Load: Unlimited **Ventilation:** Excellent
Ceiling Height: 35 ft. **P. A. System:** Available
Dimensions, Opening to Exhibit Hall: 14 ft. wide, 12 ft. high
Elevators and Capacities: One freight elevator, 2,000-lb. capacity
Columns: 27 columns, 27½ ins.; 20 ft. centers
Utilities: 110, 220, 440 AC, 60 cycles; gas, water, drain
Loading Facilities: Ramp to balcony, ground-floor truck door
Storage Areas: Adjacent to building
Meeting Rooms and Capacities: Flexible as required
Facilities for Food Functions: Can handle banquets from 1,500 to 4,500
Parking Facilities: Adjacent lots
Distance from Business District: Three miles, eight minutes by car

Alexandria Hotel

210 W. 5th St. (Phone: Madison 6-7484)
Manager: Harry W. Beckett
Convention Season: All year
Largest Group Accommodated: 800 (500 rooms available)
Convention Rates: Single: $4 to $8; Double: $8 to $10.50; Suites: $10 to $25
No. Mtg. Rms. & Capacity of Largest: 13 (800)
No. Banquet Rms. & Capacity of Largest: 4 (600)
Rates for Meals: Breakfast: from 50c; Lunch: from $1.20; Dinner: $1.75 to $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None, when convention uses sleeping accommodations
Net Exhibit Space: 15,000 sq. ft. and 329 sample rooms
Other Equipment Available: PA system
Parking: $1.25 for 12 hours

Ambassador Hotel (HSMA)

See Advertisement, Page 132

3400 Wilshire Blvd. (Phone: Dunkirk 7-7011)
Manager: Joseph P. Hoenig
Sales Manager: John Henne
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 25 suites available)
Convention Rates: Single: from $9; Double: from $12; Suites: from $25
No. Mtg. Rms. & Capacity of Largest: 11 (1,500)
No. Banquet Rms. & Capacity of Largest: 10 (1,000)
Rates for Meals: Breakfast: $2.50; Lunch: $3; Dinner: $5. Moderate priced meals available in Coffee Shop
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 15,431 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: 25c per hour; $1 overnight
Sports Facilities: Swimming, Tennis, Ping Pong, Pitch 'n Putt course, Badminton

California's Most Luxurious Hotel

A COMPLETE RESORT IN THE HEART OF LOS ANGELES

It's A Pleasure To Do Business At The Ambassador

Every facility in an atmosphere that is conducive to a successful meeting is the reason why conventions and sales meetings return year after year!

MEETING AND BANQUET ROOMS
25 TO 1500 - AIR CONDITIONED

Spacious Modern Rooms and Suites. 22 Acres of Gardens. Heated Pool, Gymnasium and Sun Club, Tennis Courts. Motion Picture Theatre. Three Acres of Parking. Arcade of Specialty Shops.

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COCOANUT GROVE
Presenting
Great Orchestras
and Entertainers

THE LOS ANGELES
AMBASSADOR
3400 WILSHIRE BOULEVARD • *Telephone* DU. 7-7011

TWA TO CALIFORNIA

Fabulous Los Angeles and San Francisco—many other ideal sites

Here is the perfect setting for your next convention. Ideal climate, a wide variety of recreational facilities and the unmatched accommodations for large or small groups in California add up to successful meetings.

The Los Angeles and San Francisco areas are ideal locations for a combination business and vacation meeting. Transportation facilities are excellent. And the cost is surprisingly low—only $99 from New York with TWA's thrifty Sky Tourist service.

Many other cities nearby have the same excellent transportation facilities at the same low TWA Sky Tourist fare. Your delegates will thrill to the breath-taking views, the pleasant climate and the charm of these cities. Amusements abound. And accommodations are plentiful.

Call or write your nearest TWA office for information on site planning and transportation... or write: Convention Manager, Trans World Airlines, 380 Madison Avenue, New York 17, New York.

Fly the finest . . . **FLY TWA**

TRANS WORLD AIRLINES

U.S.A. · EUROPE · AFRICA · ASIA

The Biltmore

515 S. Olive (Phone: Michigan 1011)
Manager: Edw. S. Bernard
Sales Manager: Francis Bustillo
Convention Season: All year, except Dec. 31 to Jan. 2
Largest Group Accommodated: 1400 (650 rooms and 50 suites available)
Convention Rates: Single: $6 to $11; Double: $9.50 to $14; Twin: $10.50 to $14.50; Suites: $17 to $32
No. Mtg. Rms. & Capacity of Largest: 11 (1,200)
No. Banquet Rms. & Capacity of Largest: 14 (1,200)
Rates for Meals: Breakfast: $2; Lunch: $2; Dinner: from $3.50 min. (plus tax and tip)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None for meeting rooms if hotel is headquarters for convention. $20 to $400 per day, depending on size, for exhibits.
Net Exhibit Space: 23,000 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 for 24 hours: proportionately less for shorter period
Sports Facilities: Beach and golf club privileges

Mayfair Hotel

1256 W. 7th St. (Phone: Dunkirk 4-4161)
Manager: D. W. Metzdore
Sales Manager: Wyatt Shallcross, Jr.
Convention Season: All year
Largest Group Accommodated: 550 (150 rooms and 8 suites available)
Convention Rates: Single: $5 to $9; Double: $7.50 to $12; Suites: $20 to $30
No. Mtg. Rms. & Capacity of Largest: 8 (400)
No. Banquet Rms. & Capacity of Largest: 8 (300)
Rates for Meals: Breakfast: from 85c; Lunch: from 95c; Dinner: from $1.95. Banquet prices: Breakfast: from $2; Lunch: from $2; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $5 to $75
Net Exhibit Space: 4,578 sq. ft.
Visual Aids Available: Movie screen
Other Equipment Available: PA system, spotlights, stage
Parking: 60c overnight, $1 in and out service

Hotel Statler (HSMA)

See Advertisement, Page 9

930 Wilshire Blvd. (Phone: Madison 9-4321)
Manager: J. C. Meacham
Sales Manager: Richard J. Hewitt
Convention Season: All year
Largest Group Accommodated: 1,500 (1,275 rooms and 75 suites available)
Convention Rates: Single: $6.50 to $11; Double: $9 to $14; Suites: $19 to $34
No. Mtg. Rms. & Capacity of Largest: 15 (1,500)
No. Banquet Rms. & Capacity of Largest: 15 (1,100)
Rates for Meals: Breakfast: from $2; Lunch: from $2.50; Dinner: from $4
Liquor: Served in hotel
Air Conditioning: Entire hotel
Net Exhibit Space: 8,500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: 25c an hour, $2 maximum

MONTEREY

Railroads: So. Pac.
Airlines: SWA

Casa Munras Hotel & Cottages

700 Munras Ave. (Phone: 5-5155)
Resident Manager: James C. Geggie
Convention Season: All year
Largest Group Accommodated: 175 (110 rooms and 7 suites available)
Convention Rates: Single: $5 to $8; Double: $7 to $14; Suites: $20 to $28
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 5 (225)
Rates for Meals: Breakfast: $1 to $1.75; Lunch: $1 to $2.25; Dinner: $1.75 to $4.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None if rooms and meals at hotel
Net Exhibit Space: 1,000 sq. ft. on one floor
Visual Aids Available: Blackboard
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Pool, Beach, Deep sea fishing, Tennis, Golf, Riding

OAKLAND

Railroads: So. Pac.; Santa Fe; W.P.; Sac. Nor.
Airlines: TWA, WAL, SWA, AAL

AUDITORIUM

Oakland Municipal Auditorium-Arena

12th & Fallon Sts. (TE 2-3600, Ext. 445)
Manager: L. C. Lueddeke
Exhibits Areas: Arena, 17,000 sq. ft. hallway, 6,000 sq. ft.; Exposition Building, 51,000 sq. ft.
Rental Fees and Services: $400 to $500 per day; full utilities, house electrician, janitor service
Floor Load: Unlimited
Ventilation: Forced air
Ceiling Height: 60 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 15 ft. by 15 ft.
Columns: None
Utilities: AC and DC current, drains, steam, gas, water
Loading Facilities: Outside loading dock, ramp to Arena
Storage Areas: Full basement
Meeting Rooms and Capacities: Theater, 2,000; Ballroom, 300; four hallways, 250 each
Facilities for Food Functions and Banquet Capacity: Can handle banquet up to 2,000
Parking Facilities: 1,000 cars
Distance from Business District: Six blocks

Hotel Leamington

1814 Franklin St. (Phone: HIgate 4-2525)
Manager: E. Boyd Lawrence
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms and suites on weekends; 60 rooms for all week)
Convention Rates: Single: $5.50 to $9; Double: $7 to $11; Suites: $14 to $20
No. Mtg. Rms. & Capacity of Largest: 12 (550)
No. Banquet Rms. & Capacity of Largest: 12 (400)
Rates for Meals: Breakfast: 45c to $3; Lunch: 75c to $5; Dinner: $2 to $7
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None if meals served
Net Exhibit Space: 8,000 sq. ft. on two floors
Other Equipment Available: PA system, staging to set up
Parking: $1 in lot; $1.25 in garage

OJAI

Railroads: S. Pac.

Ojai Valley Inn & Country Club

(Phone: Ojai 484)
Manager: Vern C. Clark
Convention Season: May to July, Sept. to Dec.
Largest Group Accommodated: 80 (40 rooms available)
Convention Rates: Single: $20; Double: $30; Suites: $20 extra over regular rate. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 2 (110)
No. Banquet Rms. & Capacity of Largest: 1 (125)
Liquor: Served in hotel
Air Conditioning: Partially
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 16mm sound projector, screen
Other Equipment Available: PA system
Parking: Free facilities
Sports Facilities: Golf, Tennis, Riding, Swimming

PALM SPRINGS

Railroads: So. Pac.
Airlines: WAL

The Desert Inn

153 N. Palm Canyon Dr. (Phone: 2261)
Co-Owners: Geo. B. Roberson and Earl Coffman
Manager: James C. Geggie
Convention Season: Oct. 15 to May 1, except closed to large groups Jan. 15 to Easter Sunday
Largest Group Accommodated: 200 (100 rooms and 9 suites available)
Convention Rates: Single: $22; Double: $34. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 1 (60)
No. Banquet Rms. & Capacity of Largest: 2 (280)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner: $4.75
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Portable screen
Other Equipment Available: PA system, spotlights, portable stage
Parking: Free facilities
Sports Facilities: Swimming, Golf, Tennis, Shuffleboard, Badminton, Horseback riding

El Mirador Hotel (HSMA)

1150 N. Indian Ave. (Phone: Palm Springs 2044)
Manager: Rudi E. Sidler
Convention Season: Oct. 1 to May 31
Largest Group Accommodated: 600
Convention Rates: Single: from $12; Double: from $20; Suites: from $30
No. Mtg. Rms. & Capacity of Largest: 5 (750)
No. Banquet Rms. & Capacity of Largest: 5 (650)
Rates for Meals: Breakfast: from $1.25; Lunch: from $2; Dinner: from $4
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: from $15
Net Exhibit Space: 10,000 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Badminton, Tennis, Swimming

Palm Springs Biltmore

1000 Indio Rd. (Phone: 2357)
Manager: Robert B. Levin
Convention Season: All year, except Feb. 1 to Easter Sunday
Largest Group Accommodated: 75
No. Mtg. Rms. & Capacity of Largest: 3 (150)
No. Banquet Rms. & Capacity of Largest: 3 (150)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Swimming, Tennis, Golf, Horseback riding, Ping pong, Shuffleboard

PASADENA

Railroads: So. Pac.; Santa Fe; Pac. Elec.; U.P Sys.

AUDITORIUM

Pasadena Civic Auditorium

300 E. Green St. (SY-2616, Ext. 348)
Manager: Edward J. Allen
Exhibit Areas: Exhibition Hall, 16,895 sq. ft.
Rental Fees: Exhibition Hall, 8 AM-6 PM, $150—6 PM-12 M, $175; Auditorium, $200 and $300.
Floor Load: Average **Ventilation:** Blower
Ceiling Height: 35 ft. **P. A. System:** Available
Dimensions, Opening to Exhibit Hall: 10 ft.
Columns: None
Utilities: 110 and 220 current
Loading Facilities: Truck ramp to entrance
Meeting rooms and Capacities: Main Auditorium, 3,000; 2 lecture halls, 150 and 500; 14 committee rooms
Facilities for Food Functions: Can seat 2,000 for banquet
Parking Facilities: 1,000 cars in adjoining lots
Distance from Business District: In center of business district

Hotel Green (HSMA)

50 E. Green St. (Phone: SYcamore 6-6141)
Manager: Leroy Linnard
Sales Manager: Dan Linnard
Convention Season: All year, except Dec. 28 to Jan. 3
Largest Group Accommodated: 125 in summer, 75 in winter (80 rooms available during summer and 30 during winter)
Convention Rates: Single: $5; Double: $6.50
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 2 (175)
Rates for Meals: Breakfast: from 60c; Lunch: $1.10; Dinner: $1.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None, when used for meals; $25 to $35 when used for meetings.
Visual Aids Available: 16mm and 8mm projector, screen, blackboard, slide projector
Other Equipment Available: PA system, spotlights, stage
Parking: 50c overnight
Sports Facilities: Swimming, Shuffleboard, Ping Pong, Horse Racing

The Huntington

(Phone: SYcamore 2-0266)
Manager: S. W. Royce
Sales Manager: W. B. Hadden
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms and 40 suites available)
Convention Rates: Single: $16 to $20; Double: $24 to $36; Suites: $14 to $18
No. Mtg. Rms. & Capacity of Largest: 12 (700)

No. Banquet Rms. & Capacity of Largest: 6 (1,000)
Rates for Meals: Breakfast: 75c to $2; Lunch: $2.25 to $3.50; Dinner: $3.75 to $6
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 7,500 sq. ft. on one floor
Visual Aids Available: 35mm sound projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Tennis, Swimming, Badminton, Putting greens, Golf nearby at private clubs

PEBBLE BEACH

Railroads: S.P.

Del Monte Lodge

(Phone: 7-3811)
Manager: William H. Hubbard
Convention Season: Sept. 15 to July 1
Largest Group Accommodated: 150 (90 rooms and 6 suites available)
Convention Rates: Single: $15 to $31; Double: $32 to $42; Suites: $36 to $48. Prices are for American Plan.
No. Mtg. Rms. & Capacity of Largest: 5 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Rates for Meals: Breakfast: $1.75; Lunch: $2.25; Dinner: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 16mm sound projector, 35mm and standard slide projector
Other Equipment Available: PA system
Parking: Free facilities
Sports Facilities: Golf, Tennis, Heated swimming pool, Riding, Trap and Skeet shooting.

RICHARDSON SPRINGS

Railroads: So. Pac. (4 miles from Richardson Springs)
Airlines: SWA (depot in Chico—12 miles)

Richardson Mineral Springs

P.O. Box 71 (Phone: Richardson Springs 71)
Manager: John Parks
Convention Season: Apr. 15 to May 15 and Sept. 20 to Oct. 20. Small group meetings are accepted all year.
Largest Group Accommodated: 150 (125 rooms and 20 suites available)
Convention Rates: Single: $12 to $14; Double: $17 to $22; Suites: $18 to $26. Rates are for American Plan.
No. Mtg. Rms. & Capacity of Largest: 5 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Rates for Meals: Breakfast: $1.50; Lunch: $1.75; Dinner: $2.75
Liquor: No bar. Beer served at soda fountain
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 4,000 sq. ft. on one floor
Visual Aids Available: Indoor and outdoor movie screens, 16mm sound camera, and projectionist available at most times without charge.
Other Equipment Available: PA System, Stage
Parking: Free facilities
Sports Facilities: Swimming, Tennis, Shuffleboard, Ping Pong, Golf (10 miles away)

SACRAMENTO

Railroads: S. Pac.; W.P.; Sac. No.; C. Cal. T.
Airlines: UAL, SWA

AUDITORIUM

Sacramento Memorial Auditorium

See Advertisement, Page 135

15th and I St. (Gilbert 2-5041)

Manager: Elmer Congdon
Exhibit Areas: Basement, 1,000 sq. ft.; main floor, 9,000 sq. ft.; stage, 1,800 sq. ft.
Rental Fees and Services: $250 per day, includes janitor service, heat, light
Ventilation: Circulating fans
Ceiling Height: 50 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 6 ft. by 12 ft.; 6 ft. by 6 ft.
Elevators and Capacities: One, 3,000 lbs.
Columns: Main floor, none; basement, every 10 ft.
Utilities: AC current
Loading Facilities: Two platforms
Storage Areas: 1,000 sq. ft.
Meeting Rooms and Capacities: Main Auditorium, 5,000; Little Theatre, 300; seven committee rooms seat 30-40 each
Facilities for Food Functions: None
Parking Facilities: Street parking only
Distance from Business District: Five blocks

Thinking of California?

Sacramento Memorial Auditorium

Only five blocks from business section. In close proximity to leading hotels and motels. Main Auditorium seats 5000—Little Theatre—Seven Committee Rooms—11,880 sq. ft. exhibit space.

SACRAMENTO has the Know-how — Facilities — Accommodations.

Our expert free service includes meeting halls — programs — badges — attendance-builder literature — Reservations — registrations — Sightseeing tours. These are just a few.

We will arrange banquets — speakers — entertainment to your liking.

TAKE THE GUESS-WORK OUT OF YOUR NEXT CONCLAVE!

"Bonza" says:

"Bear SACRAMENTO in mind when you are convention-minded!"

Contact: Ray J. Kronemeyer, Executive Vice President and General Manager

Sacramento Convention Bureau

Sacramento 14, California — Phone Gilbert 2-2978

JOSEPH MASSAGLIA, Jr., Pres.

CHARLES W. COLE, Mgr.

Hotel Senator

In Sacramento, Calif.

Perfect for Conventions

400 completely refurnished rooms . . . individual refrigeration and air conditioning.

We can seat 700 people for dinner in our beautiful Empire and Gold Rooms. Other rooms available without charge for convention meeting rooms.

We furnish conventions a headquarters room, press room, registration desks. Other services available through the Sacramento Convention Bureau.

DINING AND DANCING EVERY NIGHT

FREE PARKING

HOTEL SENATOR

Hotel El Rancho

See Advertisement, Page 129

West Capitol Ave. (Phone: Hudson 1-3031)
Manager: Alfred Y. Barson
Sales Manager: Fred Cracchiolo
Convention Season: All year, except during State Fair in Sept.
Largest Group Accommodated: 250 (100 rooms and 10 suites available)
Convention Rates: Single: $6 to $8; Double: $8 to $10; Suites: $20
No. Mtg. Rms. & Capacity of Largest: 3 (225)
No. Banquet Rms. & Capacity of Largest: 2 (250)
Rates for Meals: Breakfast: Club; Lunch: from $1.25; Dinner: from $2
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: from $25
Net Exhibit Space: 1,650 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, platform
Parking: Free facilities
Sports Facilities: Swimming pool

Sacramento Hotel

10th & K Sts. (Phone: Gilbert 3-4881)
Manager: Willard H. Davis
Sales Manager: Wallace G. Steele
Convention Season: All year
Largest Group Accommodated: 225 (100 rooms and 7 suites available)
Convention Rates: Single: $5 to $6; Double: $7 to $8; Suites: $15 to $16
No. Mtg. Rms. & Capacity of Largest: 5 (275)
No. Banquet Rms. & Capacity of Largest: 5
Liquor: Served in hotel
Air Conditioning: Meeting and banquet rooms
Parking: $1.25 over night

Hotel Senator

See Advertisement Page 135

12th & L Sts. (Phone: Gi 2-5081)
Manager: Charles W. Cole
Sales Manager: W. J. Rogers
Convention Season: All year
Largest Group Accommodated: 700 (250 rooms available)
Convention Rates: Single $6 to $8; Double: $8 to $10; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 5 (700)
Rates for Meals: Breakfast: $1.50; Lunch: from $1.75; Dinner: from $3, including tax and tip
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,500 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Baseball, Swimming, Skiing, Football

SAN BERNARDINO

Railroads: So. Pac.; Santa Fe; U.P.; P.E.
Airlines: WAL

Arrowhead Springs Hotel

P.O. Box 571 (Phone: San Bernardino 8-3211)
Associate Managers: Gethin Williams and Charles Casey
Sales Manager: S. E. Caukins
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 10 suites available)
Convention Rates: Single: $10; Double: $12; Suites: $22. American Plan rates also available for conventions.
No. Mtg. Rms. & Capacity of Largest: 7 (500)
No. Banquet Rms. & Capacity of Largest: 7 (350)
Rates for Meals: Breakfast: 75c to $1.75; Lunch: $1.75 to $2.50; Dinner: $2.75 to $4.75
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,900 sq. ft. on one floor
Visual Aids Available: 35mm and 16mm projectors
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities: for 400 cars at no cost
Sports Facilities: Golf, Tennis, Riding, Swimming pool, Croquet, Badminton, Shuffleboard

SAN DIEGO

Railroads: A.T. & S.Fe; S.D. & A.E.
Airlines: AAL, BAL, UAL, WAL

El Cortez Hotel

7th & Ash Sts. (Phone: Main 0161)
Manager: H. P. Hallsteen
Convention Season: All year
Largest Group Accommodated: 200 (75 rooms and 25 suites available)
Convention Rates: Single: $6 to $15; Double: $8 to $18; Suites: $16 to $22
No. Mtg. Rms. & Capacity of Largest: 3 (300)
No. Banquet Rms. & Capacity of Largest: 3 (300)
Rates for Meals: Breakfast: $1.25 to $2; Lunch: $1.50 to $3; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 1,200 sq. ft. on one floor
Visual Aids Available: motion picture screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1 over night
Sports Facilities: Swimming, Tennis, Riding, Golf in Balboa Park

Hotel San Diego

339 W. Broadway (Phone: F-1221)
Manager: Carl B. Frank
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms and 4 suites available)
Convention Rates: Single: $5 to $6; Double: $7 to $9; Suites: $12 to $18
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 4 (500)
Rates for Meals: Breakfast: $1 to $1.50; Lunch: $1 to $1.50; Dinner: $2 to $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 7,500 sq. ft. on two floors
Visual Aids Available: Movie screens
Other Equipment Available: PA system, spotlights, stage
Parking: 50c a day, 75c for 24 hours
Sports Facilities: Swimming, Boating

U. S. Grant

326 Broadway (Phone: Main 3121)
Manager: Carleton Lichty
Sales Manager: Larry Bell
Convention Season: All year
Largest Group Accommodated: 500 (500 rooms and 25 suites available)
Convention Rates: Single: $6 to $9; Double: $8 to $12; Suites: $15 to $35
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (450)
Rates for Meals: Breakfast: from 50c; Lunch: from $1.25; Dinner: from $1.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None when hotel is headquarters for convention
Net Exhibit Space: 2,800 sq. ft. on one floor
Visual Aids Available: Movie screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 for 24 hours

SAN FRANCISCO

Railroads: S.P.; Santa Fe; W.P.; N.W.P.; P. & S.R.
Airlines: TWA, UAL, WAL, SWA, PAA, AAL, BCPA

AUDITORIUM

Civic Auditorium

57 Grove St. (HEmlock 1-6352)
Manager: Joseph A. Schmidt
Exhibit Areas: 90,000 sq. ft.
Rental Fees and Services: Based on character of event
Floor Load: Unlimited **Ventilation:** Mechanical
Ceiling Height: 70 ft. **P.A. System:** Available
Dimensions, Opening to Exhibit Hall: 23 ft. wide
Elevators and Capacities: One, 3,100 lbs.
Utilities: AC and DC current, water, gas, sewage
Loading Facilities: Rear freight doors
Meeting Rooms and Capacities: 15 rooms seat from 30 to 9,000
Parking Facilities: Good
Distance from Business District: In business district

Clift Hotel

499 Geary St. (Phone: Prospect 5-4700)
Manager: Dwight Hart, Jr.
Sales Manager: Robert E. Gleason
Convention Season: All year
Largest Group Accommodated: 50 (25 rooms available)
No. Mtg. Rms. & Capacity of Largest: 4 (260)
No. Banquet Rms. & Capacity of Largest: 4 (185)
Rates for Meals: Ala carte
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $25 to $50 daily
Other Equipment Available: PA system, spotlights, stage can be assembled
Parking: Facilities available

Fairmont Hotel

Atop Nob Hill (Phone: Douglas 2-8800)
Manager: Ernest Drury
Convention Season: All year
Largest Group Accommodated: 340 (150 double rooms and 20 suites available)
Convention Rates: Single: $10.50 to $16; Double: $13.50 to $19; Suites: $28 to $37
No. Mtg. Rms. & Capacity of Largest: 23 (1,300)
No. Banquet Rms. & Capacity of Largest: 23 (1,300)
Rates for Meals: Breakfast: from $2.25; Lunch: from $3; Dinner: from $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None if banquet is held. Otherwise, $10 to $350
Net Exhibit Space: 7,500 sq. ft. on one floor
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 over night (170-car garage in building)

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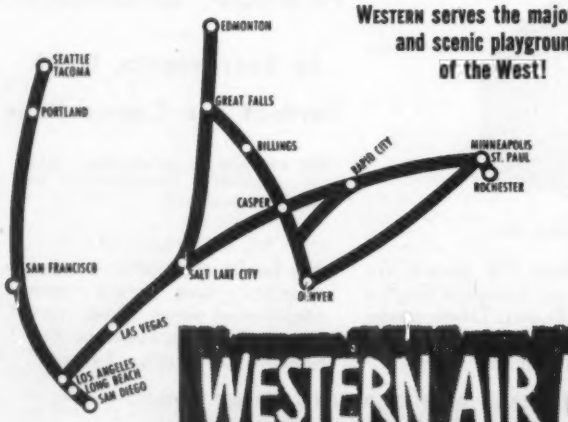

WESTERN AIR LINES
America's Oldest flies America's Newest

Hotel Mark Hopkins (HSMA)

Nob Hill (Phone: Exbrook 2-3434)
Manager: George D. Smith
Sales Manager: Harold F. Sands
Convention Season: All year
Largest Group Accommodated: 500 (150 rooms and 35 suites available)
Convention Rates: Single: from $10; Double: from $13; Suites: from $25
No. Mtg. Rms. & Capacity of Largest: 7 (1,000)
No. Banquet Rms. & Capacity of Largest: 7 (1,000)
Rates for Meals: Meals a la carte
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: None if hotel is convention headquarters
Net Exhibit Space: 6,720 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: 50c until 5PM, 75c until 2AM, $1.50 overnight

Palace Hotel (HSMA)

See Advertisement, Page 137

New Montgomery & Markets Sts. (Phone: Exbrook 2-8600)
Manager: Edmond A. Rieder
Sales Manager: Richard E. Paltenghi
Convention Season: All year
Largest Group Accommodated: 700 (300 rooms and 45 suites available)
Convention Rates: Single: $8 to $13; Double: $10 to $17; Suites: $24 to $60
No. Mtg. Rms. & Capacity of Largest: 20 (800)
No. Banquet Rms. & Capacity of Largest: 12 (1,000)
Rates for Meals: Breakfast: From $2.75; **Lunch:** from $3; **Dinner:** from $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $10 to $1,000
Net Exhibit Space: 9,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, portable stage
Parking: Facilities available

St. Francis Hotel

333 Powell (Phone: YUkon 6-2131)
Manager: Dan E. London
Convention Season: All year
Convention Rates: Single: from $8; Double: from $12; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 12 (700)
No. Banquet Rms. & Capacity of Largest: 12 (500)
Rates for Meals: Ala carte
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $7.50 to $250
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

Sir Francis Drake Hotel

See Advertisement, Page 139

Powell & Sutter Sts. (Phone: Exbrook 2-7755)
Manager: Willard E. Abel
Sales Manager: William Milner
Convention Season: All year
Largest Group Accommodated: 450 (200 rooms and 7 suites available)
Convention Rates: Single: $8.50 to $13.50; Double: $10.50 to $19.50; Suites: $27 to $37
No. Mtg. Rms. & Capacity of Largest: 10 (600)
No. Banquet Rms. & Capacity of Largest: 10 (450)
Rates for Meals: Breakfast: $2.75 to $3; Lunch: $2.85 to $4.50; Dinner: $4.25 to $6.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 6,800 sq. ft.
Visual Aids Available: Motion picture screens, blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available

Whitcomb Hotel

1231 Market St. (Phone: Underhill 1-9600)
Manager: Karl C. Weber
Convention Season: All year
Largest Group Accommodated: 400 (250 rooms and 17 suites available)
Convention Rates: Single: $6 to $9; Double: $7 to $12; Twin: $8 to $12; Suites: $15 to $36
No. Mtg. Rms. & Capacity of Largest: 9 (1,200)
No. Banquet Rms. & Capacity of Largest: 9 (1,200)
Rates for Meals: Breakfast: from $1.45; Lunch: from $2.25; Dinner: from $3.25. Banquet prices for private dining rooms.
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $7.50 to $400
Net Exhibit Space: 21,060 sq. ft.
Visual Aids Available: Blackboards and motion picture screen
Other Equipment Available: PA system
Parking: $1.50 daily with drive-in and out privileges

SAN JOSE

Railroads: So. Pac.; W.P.
Airlines. SWA

AUDITORIUM

Civic Auditorium

Market & San Carlos Sts. (Cy 2-3141, Ext. 107)
Manager: Jay McCabe
Exhibit Areas: 10,000 sq. ft.
Rental Fees and Services: 10% of gross, no services
Ceiling Height: 45 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 12-ft. door
Columns: None
Utilities: 110-220 current
Loading Facilities: Truck-height loading zone
Storage Areas: 2,000 sq. ft.
Facilities for Food Functions: None
Parking Facilities: None
Distance from Business District: One block

Montgomery Hotel

211 S. First St. (Phone: Cy 4-9404)
Manager: Ralph Caldwell
Convention Season: All year
Largest Group Accommodated: 150 (50 rooms available)
Convention Rates: Single: $3.50 to $7; Double: $4 to $10; Suites: $12
No. Mtg. Rms. & Capacity of Largest: 2 (300)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Rates for Meals: Breakfast: 50c to $1.50; Lunch: $1 to $2; Dinner: $1.25 to $4
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 1,800 sq. ft. on one floor
Other Equipment Available: PA system, spotlights
Parking: 75c at adjacent lot

Hotel Sainte Claire

Market & San Carlos St. (Phone: Cy 5-2626)
Manager: Phil C. Riley
Convention Season: All year
Largest Group Accommodated: 200 (120 rooms and 10 suites available)
Convention Rates: Single: $6; Double: $7.50; Twins: $8.50 to $12; Suites: $15 to $35
No. Mtg. Rms. & Capacity of Largest: 10 (600)
No. Banquet Rms. & Capacity of Largest: 2 (550)
Rates for Meals: Breakfast: $2.25 to $2.50; Lunch: from $2.50; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Net Exhibit Space: 6,740 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities

SANTA BARBARA

Railroads: So. Pac.
Airlines: SWA

Mar Monte

See Advertisement, Page 138

East Cabrillo Blvd. (Phone: 6121)
Manager: D. R. Hannaford
Convention Season: All year
Largest Group Accommodated: 175 (80 rooms available)
Convention Rates: Single: $7.50; Double: $10 to $12
No. Mtg. Rms. & Capacity of Largest: 4 (400)
No. Banquet Rms. & Capacity of Largest: 5 (335)
Rates for Meals: Breakfast: from 80c; Lunch: from $1.50; Dinner: from $2.65
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 4,506 sq. ft. on one floor in auditorium across street
Other Equipment Available: PA system, spotlights, stage in auditorium
Parking: Free facilities
Sports Facilities: Golf, Tennis, Boating, Swimming, Fishing, Horseback riding

Miramar Hotel

See Advertisement, Page 138

P.O. Box 599, South Coast Hwy. (Phone: 9-2203)
Manager: W. P. Gawzner
Convention Season: All year except July and Aug.
Largest Group Accommodated: 200 (100 rooms and 12 suites available)
Convention Rates: Single: $8; Double: $10; Suites: $16
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Rates for Meals: Breakfast: $1.25; Lunch: $1.50; Dinner: $2 to $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 900 sq. ft. on one floor
Other Equipment Available: PA system
Parking: Free facilities
Sports Facilities: Swimming, Tennis, Pitch 'n putt, Ping Pong, Croquet, Shuffle Board

San Francisco's finest and most complete Convention Facilities

Renowned for unsurpassed convention facilities exquisite rooms and appointments, superb cuisine and entertainment

700 ROOMS

The PALACE HOTEL

SAN FRANCISCO

Edmond A. Rieder, General Manager

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COLORFUL BROCHURES AVAILABLE

For Any Hotel Listed in the

CONVENTION HOTEL BLUE BOOK

For complete details see page 153.

Another service of Sales Meetings in the interest of better meetings

SANTA BARBARA, CALIFORNIA - for Your Next Conference or Convention

Santa Barbara
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21 Garden Acres by-the-Sea

You can be as active here as you wish, or relax as you please.

Accommodations for conventions any size to 300 guests—or sales meetings—with 5 private dining or session rooms. Cocktail lounge, dining room, and modern garage.

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SANTA BARBARA Convention Bureau INVITES YOU

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Whether your meeting is for 30 or 3,000—you'll enjoy the unusual charm of Santa Barbara.

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For Details, write:
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Chamber of Commerce
P. O. Box 299

SANTA BARBARA
CALIFORNIA

MAR MONTE HOTEL
SANTA BARBARA

Beside the Blue Pacific

Large or small groups find hospitality they'll long remember at the Mar Monte in romantic Santa Barbara.

Complete facilities for convention or conference. Even a beachside hall for meetings.

Enjoy Continental cuisine in the Riviera room. Cocktails on the Continental Terrace. Dancing six nights a week.

Moderate rates — European plan. Group rate inquiries invited. You'll be warmly welcomed by our staff.

D. H. Hannaford
Owner-Manager

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The Ahwahnee

Yosemite National Park, California

Modern comfort and every facility for sales and convention meetings amid spectacular mountain scenery. Centrally located and easy to reach . . . Sleeping capacity 200; dining capacity 500, with additional sleeping capacity in cottages to accommodate 500. Completely equipped meeting rooms.

For full information and colorful booklet write Convention Department, Yosemite Park and Curry Co., Yosemite National Park, California.

PACIFIC
Cal., Santa Barbara (cont.)

Santa Barbara Biltmore Hotel & Cottages

Montecito (Phone: 92261)
Manager: Henry J. Meyer
Convention Season: All year, except July and Aug.
Largest Group Accommodated: 225 (100 rooms and 12 suites available)
Convention Rates: Single: $20; Double: $30; Suites: $15 additional. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (350)
Rates for Meals: Breakfast: $2; Lunch: $2.50; Dinner: $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: Included in tariff
Net Exhibit Space: 12,180 sq. ft. on one floor
Visual Aids Available: Two 35mm sound projectors
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day in garage
Sports Facilities: Putting course, Tennis, Shuffleboard, Croquet, Table tennis, Badminton, Horse shoes, Riding, Deep sea fishing, Swimming

SANTA CRUZ

Railroads: So. Pac.
Airlines: SWA

Hotel Casa del Rey

Cliff & Beach Sts. (Phone: 2400)
Manager: John J. Musso
Sales Manager: A. H. Depew
Convention Season: All year
Largest Group Accommodated: 500 (200 rooms and 15 suites available)
Convention Rates: Single: $5 to $7; Double: $8 to $10; Suites: $7 for parlor plus bedroom rate
No. Mtg. Rms. & Capacity of Largest: 10 (400)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Rates for Meals: Breakfast: from 75c; Lunch: from 90c; Dinner: from $1.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms air cooled
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 9,000 sq. ft. on one floor
Other Equipment Available: PA System, spotlights, stage
Parking: No charge for conventions in lot
Sports Facilities: Swimming, Tennis, Golf, Deep sea fishing

SOLVANG

Railroads: So. Pac. to Santa Barbara, ranch car will meet
Airlines: SWA to Santa Barbara, ranch car will meet

Alisal Guest Ranch

(Phone: Santo Enez 233)
Manager: Lynn S. Gillham
Convention Season: Apr., May, Sept., Oct.
Largest Group Accommodated: 75 (30 rooms and 5 suites available)
Convention Rates: Single: $17 to $20; Double: $31 to $40; Suites: $31 to $50. Rates for American Plan.
No. Mtg. Rms. & Capacity of Largest: 2 (80)
No. Banquet Rms. & Capacity of Largest: 1 (80)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 16mm projector—sound and color
Other Equipment Available: Stage
Parking: Free facilities
Sports Facilities: Horseback riding, heated swimming pool, Tennis, Badminton, Archery, Shuffleboard

YOSEMITE NATIONAL PARK

Railroads: S. Pac.; Santa Fe; West Pac.; Yosemite Transportation System

The Ahwahnee

See Advertisement, Page 138

(Phone: Yosemite 88)
Manager: Frances R. Connett
Sales Manager: George H. Oliver

Convention Season: Sept. to May, June 1 to 10
Largest Group Accommodated: 200 (100 rooms and 4 suites available)
Convention Rates: Single: $21 to $23; Double: $30 to $34; Parlors: $12 and $13. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 6 (225)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Rates for Meals: Breakfast: $2; Lunch: $2.50; Dinner: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 7,780 sq. ft. on one floor
Visual Aids Available: 35mm slide, 2 x 2 slide, 16mm sound motion picture projector
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day
Sports Facilities: Horseback riding, Golf, Tennis, Swimming, Hiking, Bicycling

OREGON

PORTLAND

Railroads: Nor. Pac.; So. Pac.; S.P. & S.; Gr. Nor.; P.T.; U.P.; O.E.
Airlines: UAL, NWA, WAL, WCA, PAA

Hotel Benson

See Advertisement, Page 139

309 S. W. Broadway (Phone: At. 9611)

Manager: C. E. Larsen
Sales Manager: Curt Hawkins
Convention Season: All year
Largest Group Accommodated: 100
Convention Rates: Single: $5.50 to $8.50; Double: $7.50 to $10; Twins: $10 to $15; Suites: $25 to $32.50
No. Mtg. Rms. & Capacity of Largest: 6 (275)
No. Banquet Rms. & Capacity of Largest: 6 (250)
Rates for Meals: Breakfast: $1.50 to $4; Lunch: $1.75 to $5; Dinner: $2.75 to $8
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $10 to $100 per day
Other Equipment Available: PA system on request, stage
Parking: $1.35 for 24 hours
Sports Facilities: Golf, Swimming, Boating, Skiing, Tennis

WASHINGTON

BELLINGHAM

Railroads: Nor. Pac.; Gt. Nor.; C.M. St. P. & P.
Airlines: UAL

Leopold Hotel

See Advertisement, Page 139

1224 Cornwall (Phone: 3500)

Manager: John C. Pierce
Convention Season: All year
Largest Group Accommodated: 300 (120 rooms and 10 suites available)
Convention Rates: Single: $4 to $5; Double: $6 to $8; Suites: $15
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 5 (330)
Rates for Meals: Breakfast: $1; Lunch: $1.25; Dinner: $2.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 1,200 sq. ft. on one floor
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1 for 24 hours in garage, free parking in lot

RICHLAND

Airlines: WCA

The Desert Inn Hotel

804 Geo. Washington Way (Phone: 42235)

Manager: Wallace A. Brown
Convention Season: All year
Largest Group Accommodated: 150 (75 rooms and 4 suites available)
Convention Rates: Single: $5; Double: $7 to $8; Suites: $10.50 to $15
No. Mtg. Rms. & Capacity of Largest: 1 (150)
No. Banquet Rms. & Capacity of Largest: 1 (150)
Rates for Meals: Breakfast: 40c to $1.60; Lunch: 65c to $2.10; Dinner: $1.75 to $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None if food served
Net Exhibit Space: 3,600 sq. ft. on one floor
Other Equipment Available: PA system
Parking: Free facilities

SEATTLE

Railroads: Nor. Pac.; Gt. Nor.; P.C.R.R.; U.P.; C.M. St. P. & P.; C.P.
Airlines: UAL, NWA, PAA, TCA, WAL, WCA

Benjamin Franklin Hotel

5th & Virginia (Phone: Sececa 7400)

Manager: Al E. Schilling
Sales Manager: Joseph J. Mogosh
Convention Season: All year
Largest Group Accommodated: 450 (350 rooms and 15 suites available)
Convention Rates: Single: $6.50; Double: $9 to $15; Suites: $20 to $30
Rates for Meals: Breakfast: $1.25; Lunch: $1.50; Dinner: $2.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day
Sports Facilities: Boating, Tennis, Skiing, Water Skiing, Swimming, Golf

New Washington Hotel

See Advertisement, Page 139

1902 Second Ave. (Phone: MA 7070)

Manager: A. L. Blair
Sales Manager: John Hickman
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 10 suites available)
Convention Rates: Single: $5 to $7; Double: $7.50 to $16; Suites: $15 to $30
No. Mtg. Rms. & Capacity of Largest: 10 (500)
No. Banquet Rms. & Capacity of Largest: 10 (500)
Rates for Meals: Breakfast: 65c to $2; Lunch: $1 to $2.50; Dinner: $1.75 to $5
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 4,600 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day
Sports Facilities: Swimming pool next door, golf within 4 miles

Olympic Hotel

4th & Seneca Sts. (Phone: ELiott 8320)

Manager: Thomas A. Gildersleve
Convention Season: All year
Largest Group Accommodated: (1,000 rooms available)
Convention Rates: Single: $5.50 to $15; Double: $7.50 to $15; Twin: $9.50 to $15; Suites from $18
No. Mtg. Rms. & Capacity of Largest: 10 (900)
No. Banquet Rms. & Capacity of Largest: 10 (600)
Rates for Meals: Breakfast: a la carte; Lunch: from $1; Dinner: from $2.40
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Visual Aids Available: Screens, projectors
Other Equipment Available: PA system, spotlights, stage
Parking: 75c for 4 to 6 hours
Sports Facilities: Golf, Tennis, Swimming within one mile

SPOKANE

Railroads: Nor. Pac.; Gt. Nor.; S.I.; U.P.; S.P. & S.; C.M. St. P. & P.
Airlines: UAL, NWA, WCA

Hotel Davenport (HSMA)

807 W. Sprague (Phone: MAdison 2121)

Manager: Gordon Bass
Sales Manager: Patrick Chose
Convention Season: All year
Largest Group Accommodated: 600 (500 rooms and 100 suites available)
Convention Rates: Single: from $5; Double: from $7; Suites: from $20
No. Mtg. Rms. & Capacity of Largest: 15 (750)
No. Banquet Rms. & Capacity of Largest: 14 (600) Also lobby banquets up to a 2,300 capacity
Rates for Meals: Breakfast: 85c to $1.25; Lunch: 95c to $1.50; Dinner: $1.25 to $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: $12 to $100
Visual Aids Available: Motion picture and slide projectors, blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: 50c to $1.25

Ridpath Hotel

West 515 Sprague Ave. (Phone: TE 2711)

Manager: Col. J. Primeau
Convention Season: All year
Largest Group Accommodated: 150 (125 rooms and 5 suites available)
Convention Rates: Single: $5 to $8.50; Double: $7 to $11.50; Suites: from $15.50

how Western Hotels pamper you...

Our idea of pampering you is to provide the finest accommodations, friendliest hospitality and many extra services to make your travels easier and more enjoyable. Any Western Hotel will make reservations for you at any of the others without charge, using fast private-wire **HOTELETYPE** service. You can arrange for **CAR RENTALS** at the same time, if desired. You enjoy full credit privileges with a Western Hotels **CREDIT CARD** and are assured of delicious food when ordering **TESTED RECIPES** created in our Research Kitchen. Children under 14 are free under Western Hotels' **FAMILY PLAN.**

WESTERN W HOTELS

S. W. THURSTON, *President*
Executive Offices:
New Washington Hotel, Seattle

CALIFORNIA: Los Angeles, *Mayfair*
San Francisco, *Sir Francis Drake, Maurice*
Palm Springs, *Hotel the Oasis*

WASHINGTON: Seattle, *New Washington, Benjamin Franklin, Roosevelt, Mayflower*
Spokane, *Davenport*
Tacoma, *Winthrop*
Wenatchee, *Cascadian*
Bellingham, *Leopold*
Walla Walla, *Marcus Whitman*

OREGON: Portland, *Multnomah, Benson*

UTAH: Salt Lake City, *Newhouse*

COLORADO: Denver, *Cosmopolitan*

BRITISH COLUMBIA: Vancouver, *Georgia*

IDAHO: Boise, *Boise, Owyhee*
Pocatello, *Bannock*

MONTANA: Billings, *Northern*

San Francisco, *St. Francis,* **Now Affiliated**

No. Mtg. Rms. & Capacity of Largest: 7 (400)
No. Banquet Rms. & Capacity of Largest: 7 (300)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.50; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: $7.50 to $110
Net Exhibit Space: 2,848 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per day

Hotel Spokane (HSMA)

1st & Stevens (Phone: Ma 5191)
Manager: Loyd C. Anderson
Sales Manager: Jas. A. McCluskey
Convention Season: All year
Largest Group Accommodated: 500 (250 rooms and 10 suites available)
Convention Rates: Single: $4.50; Double: $7; Suites: $9
No. Mtg. Rms. & Capacity of Largest: 12 (800)
No. Banquet Rms. & Capacity of Largest: 12 (550)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.35; Dinner: from $1.75
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $2.50 to $100
Other Equipment Available: PA system, spotlights, stage
Parking: $1 for 24 hour service

TACOMA

Railroads: Nor. Pac.; Gt. Nor.; U.P.; C.M. St. P. & P.
Airlines: UAL, WCA, PAA, TCA, WAL

Hotel Winthrop

9th & Broadway (Phone: Br. 2141)
Manager: Scotty Myles
Sales Manager: Al Hawney
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 10 suites available)
Convention Rates: Single: from $5; Double: from $7.50; Suites: $20
No. Mtg. Rms. & Capacity of Largest: 9 (600)
No. Banquet Rms. & Capacity of Largest: 9 (450)
Rates for Meals: Breakfast: $1.25 to $1.75; Lunch: $1.50 to $3; Dinner: $2.50 to $6
Liquor: Served in hotel
Visual Aids Available: Screen
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 for 24 hours

YAKIMA

Railroads: N.P.; U. Pac.
Airlines: NWA, WCA

Chinook Hotel

East Yakima Ave. & Fourth St. (Phone: 28533)
Manager: Don E. Sanders
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms and 4 suites available)
Convention Rates: Single: from $5; Double: from $7; Suites: $17 to $20
No. Mtg. Rms. & Capacity of Largest: 9 (800)
No. Banquet Rms. & Capacity of Largest: 9 (600)
Rates for Meals: Breakfast: from $1.25; Lunch: from $1.50; Dinner: from $2.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: $6.25 to $100
Other Equipment Available: PA system, spotlights, stage
Parking: 50c per day

COLOR BROCHURES
For Any Hotel Listed in the BLUE BOOK
AVAILABLE WITHOUT CHARGE
See Page 153 for details

CANADA

Alta., B. C., Man., N. B., N. S., Ont., Que., Sask.

ALBERTA

BANFF

Railroads: Can. Pac.

Banff Springs Hotel

See Advertisement, Page 141

(Phone: 271 and 272)
Manager: C. C. McCartney
Sales Manager: G. L. Bartrem
Convention Season: June and Sept.
Largest Group Accommodated: 900 (500 rooms and 30 suites available)
Convention Rates: Single: $10 to $14; Double: $15 to $19; Suites: $40 to $70—for European Plan. Single: $17; Double: $29—for American Plan.
No. Mtg. Rms. & Capacity of Largest: 6 (650)
No. Banquet Rms. & Capacity of Largest: 1 (700)
Rates for Meals: Breakfast: $1.75; Lunch: $2.50; Dinner: $4
Liquor: Not served, but organized cocktail parties by special arrangement permitted
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: 50c up to 4 hours in lot, 75c for 24 hours. Garage—$1 per night
Sports Facilities: Tennis, Horseback riding, Swimming, Climbing, Fishing, Golf

CALGARY

Railroads: Can. Nat.; Can. Pac.; C.P.
Airlines: TCA, CPA

Hotel Palliser

See Advertisement, Page 141

9th Ave. & 1st St., W. (Phone: 28621)
Manager: R. M. Devell
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 3 suites available)
Convention Rates: Single: from $6.50; Double: from $10; Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 11 (700)
No. Banquet Rms. & Capacity of Largest: 11 (550)
Rates for Meals: Breakfast: from $1.50; Lunch: from $2.50; Dinner: from $2.75—in private dining room. Breakfast: from 55c; Lunch: from $1.25; Dinner: from $1.35 in public dining room
Liquor: Must be obtained by party along with special banquet permit
Charges for Banquet & Mtg. Rms.: $7.50 to $400
Net Exhibit Space: 350 sq. ft. on one floor
Other Equipment Available: Spotlights, stage
Parking: 25c to 75c
Sports Facilities: Golf, Fishing, Hunting, Tennis

EDMONTON

Railroads: Can. Nat.; Can. Pac.
Airlines: CPA, TCA, NWA, WAL

The Macdonald Hotel

100 St. & Jasper Ave. (Phone: 45181)
Manager: H. W. Aslin
Sales Manager: T. G. Van Dyke
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms and 10 suites available)
Convention Rates: Single: from $7; Double: from $9.50; Suites: from $16.50
No. Mtg. Rms. & Capacity of Largest: 7 (700)
No. Banquet Rms. & Capacity of Largest: 7 (600)
Rates for Meals: Breakfast: from 75c; Lunch: from $1.65; Dinner: from $1.75
Liquor: Beer only—others by special permit
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights, stage

LAKE LOUISE

Railroads: C.P.

Chateau Lake Louise

See Advertisement, Page 141

Manager: E. C. Fitt
Sales Manager: G. L. Bartrem
Convention Season: June and Sept.
Largest Group Accommodated: 400 (390 rooms and 10 suites available)
Convention Rates: Single: $10 to $14; Double: $15 to $19; Suites: $40 to $60—for European Plan. Single: $17; Double: $29—for American Plan
No. Mtg. Rms. & Capacity of Largest: 4 (200)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Rates for Meals: Breakfast: $1.75; Lunch: $2.50; Dinner: $4
Liquor: By special arrangement
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights
Parking: Free facilities
Sports Facilities: Riding, Hiking, Fishing, Swimming, Putting, Boating

BRITISH COLUMBIA

FIELD

Railroads: Can. Pac.

Emerald Lake Chalet

See Advertisement, Page 141

Manager: R. Chatwin
Convention Season: June and Sept.
Largest Group Accommodated: 100 (50 rooms available)
Convention Rates: Single: $9; Double: $12
No. Mtg. Rms. & Capacity of Largest: 1 (40)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Rates for Meals: Breakfast: $1.50; Lunch: $2.25; Dinner: $2.75
Liquor: Not served
Charges for Banquet & Mtg. Rms.: Variable
Parking: Free facilities
Sports Facilities: Shuffleboard, Fishing, Hiking, Riding

VANCOVER

Railroads: Can. Pac.; Can. Nat.; G.N.
Airlines: CPA, TCA, UAL, BCPA

AUDITORIUMS

Forum Building

Exhibition Park (HAstings 0123)
Manager: David Dauphinee
Exhibit Areas: South End, 15,600 sq. ft.; North End, 18,860 sq. ft.
Rental Fees and Services: South End, $450 per day; North End, $200 per day; both, $600 per day; services include light and water
Floor Load: Unlimited
Ventilation: Good
Ceiling Height: 42 ft.
P. A. System: Available on rental
Dimensions, Opening of Exhibit Hall: South End, 7 ft. by 12 ft.; North End, 10 ft. 8 in. by 11 ft. 6 in.
Columns: South End, none; North End, nine, 18-ft. from east end west walls
Utilities: 110 and 220-volt current
Loading Facilities: Ample
Storage Areas: Ample
Meeting Rooms: None
Facilities for Food Functions and Banquet Capacity: Can handle banquet up to 2,000
Parking Facilities: 2,000 cars
Distance from Business District: Four miles

Garden Building

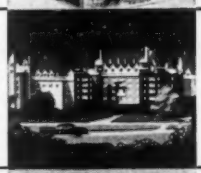
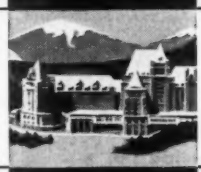
Exhibition Park (HAstings 4817)
Manager: David Dauphinee
Exhibit Areas: 6,696 sq. ft.
Rental Fees and Services: $400 per day, includes heat, light, P.A.
Floor Load: Unlimited
Ventilation: Good
Ceiling Height: 30 ft.
P. A. System: Available
Dimensions, Opening to Exhibit Hall: 8 ft. by 7 ft.
Columns: None
Utilities: 110-volt current
Loading Facilities: Ample
Storage Areas: Ample
Meeting Rooms and Capacities: Concourses can be set up for meetings
Facilities for Food Funtcions and Banquet Capacity: Can handle banquet up to 750
Parking Facilities: 2,000 cars
Distance from Business District: Four miles

Georgia Hotel

See Advertisement, Page 139

301 W. Georgia St. (Phone: MArine 1182)
Manager: E. W. Hudson
Convention Season: All year
Largest Group Accommodated: 300 (100 rooms and 4 suites available)
No. Mtg. Rms. & Capacity of Largest: 6 (400)
No. Banquet Rms. & Capacity of Largest: 6 (300)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.75; Dinner: from $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: $10 to $125
Net Exhibit Space: 5,238 sq. ft. on one floor
Visual Aids Available: Screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per day
Sports Facilities: Badminton, Tennis, Golf, Swimming (adjacent to hotel)

There's a *Canadian Pacific* Hotel just right for your convention

CHÂTEAU FRONTENAC Québec		723 rooms—meeting and exhibition rooms. Ball Room. Private Dining Rooms—16 and 35 mm. sound movies, trained operators, portable P.A. system.	Skiing, snow sports, sightseeing, shrines, shopping, exceptional food, Old-World courtesy. G. J. Jessop, Manager.
ROYAL YORK Toronto		1200 rooms—Banquet Hall (organ, stage), Convention Hall, Ball Room—exhibit, meeting and secretarial rooms ...16 and 35 mm. sound movies, trained operators. Portable P.A. system (radio in every room).	Name bands. Theater, business and shopping districts. Venetian Cafe, Imperial Dining Room. Coffee Shop—Princess Lounge. Excellent food and service. J. Johnson, Manager.
EMPRESS HOTEL Victoria, B. C.		573 rooms—private dining rooms. Meeting, exhibition rooms, Convention Hall. Ideal facilities for large or small groups amid colorful, relaxing surroundings.	Canada's Evergreen Playground... hunting in season. Golf, riding, fishing nearby. Gracious hospitality in English Manor House tradition. T. E. Chester, Manager.
BANFF SPRINGS HOTEL Banff, Alta.		593 rooms—all with mountain view. Ball Room, Meeting and Exhibition Rooms. Special arrangements and accommodations to serve convention groups. (June-Sept.)	All sports. Dancing, music. Special entertainment throughout season. Celebrated for its savory cuisine, luxurious appointments, sincere service. C. C. McCartney, Manager.
CHATEAU LAKE LOUISE Lake Louise, Alta.		386 rooms—overlooking jade-like Lake Louise. Tailor-made facilities for conventions. (June-Sept.)	Boating, fishing, dancing, riding, putting green, glass-enclosed pool. Swiss guides for mountain climbing. E. C. Fitt, Manager.
THE ALGONQUIN St. Andrews-by-the-Sea, N. B.		230 rooms—for your "Country House" convention. Display space, meeting and banquet facilities. Casino for dancing and movies.	Two golf courses, swimming, tennis, bowling, billiards, fishing. Charming Old English atmosphere—superb food ...friendly service. D. A. Williams, Manager.
DIGBY PINES Digby, N. S.		189 rooms—31 hotel-served cottages. Meeting rooms, exhibition space. Perfect site for convention pleasure and business facilities. (June-Sept.)	Warmed salt-water pool. Seaside and country-side driving. All sports. Warm, "down-East" hospitality. Famous maritime menus... gracious service. L. C. Parkinson, Manager.
LAKESIDE INN Yarmouth, N. S.		Tailor-made for conventions. Dining and meeting rooms. Cottages. (June-Sept.)	Yachting, speed-boating, tennis, swimming, tuna fishing, golf. An East Coast favorite for its fine cooking. L. M. Margeson, Manager.

For information and reservations apply Canadian Pacific, 581 Fifth Avenue, New York 17, N. Y.; 80 Boylston Street, Boston 16, Mass.; 39 South LaSalle Street, Chicago 3, Ill.; Convention Traffic Manager, Room 801, 1117 St. Catherine Street West, Montreal, Québec; or Managers of above hotels.

CANADA

B. C., Vancouver (cont.)

Hotel Vancouver

See Advertisement, Page 141

900 W. Georgia St. (Phone: Tatalow 3131)
Manager: M. H. Burns
Convention Season: All year, except July and Aug.
Largest Group Accommodated: 350 (175 rooms, including suites, available)
Convention Rates: Single: $8; Double: $12; Suites: $20
No. Mtg. Rms. & Capacity of Largest: 12 (1,000)
No. Banquet Rms. & Capacity of Largest: 10 (850)
Rates for Meals: Breakfast: 90c to $1.60; Lunch: from $1.75; Dinner: from $2.40
Liquor: Not served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet and Mtg. Rms.: $15 to $300
Net Exhibit Space: 6,696 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day

VICTORIA

Railroads: Can. Pac.; E.N.; C.N.
Airlines: TCA

Empress Hotel

See Advertisement, Page 141

Government St. (Phone: Garden 4-811)
Manager: T. E. Chester
Convention Season: All year, except July and Aug.
Largest Group Accommodated: 600 (300 rooms and 15 suites available)
Convention Rates: Single: $7 to $8.50; Double: $10 to $14; Suites: $25 to $30
No. Mtg. Rms. & Capacity of Largest: 5 (450)
No. Banquet Rms. & Capacity of Largest: 4 (450)
Rates for Meals: Breakfast: 90c to $1.50; Lunch: $1.80 to $2.70; Dinner: $1.95 to $3.80
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Golf, Fishing, Riding

MANITOBA

WINNIPEG

Railroads: Can. Pac.; Can. Nat.; G.N.; N.P.; M. & M.
Airlines: CPA, TCA, NWA

The Fort Garry

Broadway Ave. (Phone: 928 251)
Manager: C. A. Mann
Convention Season: All year
Largest Group Accommodated: 150 (75 rooms and 5 suites available)
Convention Rates: Single: $6 to $9.50; Double: $9 to $12.50; Suites: $15 to $24
No. Mtg. Rms. & Capacity of Largest (450)
No. Banquet Rms. & Capacity of Largest: (420)
Rates for Meals: Breakfast: 90c to $1.50; Lunch: from $1.65; Dinner: from $1.75
Liquor: Not served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 672 sq. ft. on one floor
Other Equipment Available: Stage
Parking: Free facilities
Sports Facilities: Golf—1 mile from hotel

Royal Alexandra Hotel

See Advertisement, Page 141

Higgins & Main (Phone: 92-2141)
Manager: Hugh C. Marfarlane
Convention Season: All year
Largest Group Accommodated: 300 (150 rooms and 10 suites available)
Convention Rates: Single: $7.50; Double: $11; Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 12 (800)
No. Banquet Rms. & Capacity of Largest: 12 (600)
Rates for Meals: Breakfast: 90c to $1.50; Lunch: $1.50 to $2.50; Dinner: $1.75 to $3. Also a la carte and coffee shop rates
Liquor: Not served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights, stage
Parking: Lot—no charge, garage—$1.50 per day
Sports Facilities: Golf nearby

NEW BRUNSWICK

ST. ANDREWS

Railroads: Can. Pac.

Algonquin Hotel

See Advertisement, Page 141

(Phone: 123)
Manager: D. A. Williams
Convention Season: June 1 to Sept. 9, but June and Sept. preferred
Largest Group Accommodated: 350 (202 rooms and 11 suites available)
Convention Rates: Single: $14; Double: $24; Suites: $15 extra for parlor. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (250)
No. Banquet Rms. & Capacity of Largest: 1 (450)
Rates for Meals: Breakfast: $1.50; Lunch: $2.25; Dinner: $3—plus 4% government tax
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft. on one floor
Visual Aids Available: 35mm and 16mm projectors
Other Equipment Available: PA system, stage
Parking: Free facilities
Sports Facilities: Golf, Swimming, Tennis, Shuffleboard, Croquet, Horseshoes, Billiards, Ping Pong

NOVA SCOTIA

DIGBY

Railroads: Dom. At.; C.P.

Digby Pines Hotel

See Advertisement, Page 141

Phone: Digby 1000
Manager: Leslie C. Parkinson
Convention Season: June 21 to Sept. 8, except from July 10 to Aug. 26
Largest Group Accommodated: 290
Convention Rates: Single: $14; Double: $24
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 1 (280)
Rates for Meals: Breakfast: $1.50, Lunch: $2.25; Dinner: $3
Liquor: Only served with banquet permit
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 16mm motion picture machine
Other Equipment Available: PA system
Parking: Garage space—$5 weekly. Free out-of-doors parking.
Sports Facilities: Fishing, Swimming pool, Shuffleboard, Golf, Croquet

HALIFAX

Railroads: Can. Nat.; Dom. At.
Airlines: TCA

The Nova Scotian

Hollis St. (Phone: 3-7231)
Manager: H. J. Gunning
Convention Season: All year, except July and Aug.
Largest Group Accommodated: 135 (75 rooms and 3 suites available)
Convention Rates: Single: $5.50 to $9; Double: $9.50 to $13; Suites: $16.50 to $45
No. Mtg. Rms. & Capacity of aLrgest: 6 (500)
No. Banquet Rms. & Capacity of aLrgest: 3 (500)
Rates for Meals. Breakfast: 75c to $1.50; Lunch: from $1.45; Dinner: from $1.75
Liquor: Beer and wine served. Must have permit for liquor
Charges for Banquet & Mtg. Rms.: $10 to $170 per day
Other Equipment Available: PA system, spotlights, stage
Parking: $1.25 per night

KENTVILLE

Railroads: Dom. At.

Cornwallis Inn

See Advertisement, Page 141

(Phone: 3231)
Manager: C. M. Rennie
Convention Season: All year, but prefer not mid-summer
Largest Group Accommodated: 100 (50 rooms and 3 suites available)
Convention Rates: Single: $5.50; Double: $9.50
No. Mtg. Rms. & Capacity of Largest: 4 (250)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Rates for Meals: Breakfast: from 75c; Lunch: from $1.40; Dinner from $1.50
Liquor: Not served in hotel
Charges for Banquet & Mtg. Rms.: $3 to $75
Net Exhibit Space: 2,030 sq. ft. on one floor
Other Equipment Available: Stage
Parking: Free facilities
Sports Facilities: Shuffleboard, Golf

YARMOUTH

Railroads: Dom. At.; C.N.
Airlines: TCA

Lakeside Inn

See Advertisement, Page 141

(Phone: 1100)
Manager: L. M. Margeson
Convention Season: July 15 to Sept. 12
Largest Group Accommodated: 120 (60 rooms available)
Convention Rates: Single: $14; Double: $24. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 2 (100)
No. Banquet Rms. & Capacity of Largest: 1 (140)
Rates for Meals: Breakfast: from $1.50; Lunch: $2; Dinner: $2.50
Liquor: Permit is required
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 2,100 sq. ft. on one floor
Visual Aids Available: 16mm projector
Other Equipment Available: PA system, stage
Parking: Free facilities
Sports Facilities: Sailing, Canoeing, Shuffleboard, Tennis

ONTARIO

HAMILTON

Railroads: C.P.R.; Can. Nat.; T., H. & B.

Royal Connaught Hotel

See Advertisement, Page 142

112 King St., E. (Phone: Jackson 7-5071)
Manager: A. Gordon Cardy
Sales Manager: Hugh Copland
Convention Season: All year
Largest Group Accommodated: 650 (275 rooms and 15 suites available)
Convention Rates: Single: $5.85 to $9; Double: $8.85 to $13.50; Suites: $17 to $38.50
No. Mtg. Rms. & Capacity of Largest: 12 (800)
No. Banquet Rms. & Capacity of Largest: 2 (600)
Rates for Meals: Breakfast: from $1.50; Lunch: $2.25; Dinner: from $2.75
Liquor: Served in hotel
Visual Aids Available: Blackboards, easels
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per night
Sports Facilities: Golf nearby

ROYAL CONNAUGHT
HAMILTON, ONTARIO
Strategic location.
Delightful meals.
Pleasant atmosphere.
Convention facilities.

400 ROOMS from $5.35
A. GORDON CARDY, General Mgr.
ANOTHER DISTINGUISHED SHERATON HOTEL
SHERATON HOTELS
BALTIMORE
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CHICAGO
CINCINNATI
DETROIT
NEW YORK
PITTSBURGH
PITTSFIELD, MASS.
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ROCHESTER
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WASHINGTON
WORCESTER
IN CANADA
MONTREAL, QUE.
TORONTO, ONT.
NIAGARA FALLS, ONT.
HAMILTON, ONT.
WINDSOR, ONT.

KENORA

Railroads: C.P.

Devil's Gap Lodge

See Advertisement, Page 141

Manager: Howard S. Walker
Convention Season: June, Sept.
Largest Group Accommodated: 100 (44 rooms and some suites available)
Convention Rates: Single: $15; Double: $24; Suites: $40. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 1 (100)
No. Banquet Rms. & Capacity of Largest: 1 (100)
Rates for Meals: Breakfast: from $1.50; Lunch: $2.50; Dinner: $3
Liquor: Permit must be obtained
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 480 sq. ft. on one floor
Visual Aids Available: 16mm sound projector
Other Equipment Available: Spotlights, stage can be arranged
Parking: $1 per day in garage
Sports Facilities: Golf, Swimming, Fishing, Shuffleboard

LONDON

Railroads: Can. Nat.; C.P.; N.Y.C.; L. & P.S.
Airlines: TCA

Hotel London

Dundas St. (Phone: 2-1801)
Manager: Thos. J. Squires
Convention Season: All year
Largest Group Accommodated: 600 (300 rooms and 4 suites available)
Convention Rates: Single: from $5; Double: from $7.50
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (550)
Rates for Meals: Breakfast: 65c to $1; Lunch: $1 to $2.25; Dinner. $1.65 to $3.25
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 1,800 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: 75c per day
Sports Facilities: Golf, Tennis, Boat racing, Fishing, Swimming, Curling

MUSKOKA

Railroads: Can. Nat.

Bigwin Inn

Bigwin P.O. (Lake of Bays)
Manager: Frank S. Leslie
Convention Season: June 1 to Sept. 15
Largest Group Accommodated: 750 (300 rooms and 40 suites available)
Convention Rates: Single: $12 to $18; Double: $20 to $30. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 6 (700)
No. Banquet Rms. & Capacity of Largest: 2 (700)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: $1 per day in garage
Sports Facilities: Golf, Tennis, Bowling, Riding, Swimming, Boating

NIAGARA FALLS

Railroads: Can. Nat.; Wab.; N.Y.C.; N. St C. & T.

Sheraton-Brock Hotel (HSMA)

See Advertisement, Page 143

Falls Ave. (Phone: 3300)
Manager: Leonard L. Gorrell
Convention Season: All year
Largest Group Accommodated: 500 (300 rooms and 23 suites available)
Convention Rates: Single: $5 to $12; Double: $9 to $16; Suites: $19 to $48
No. Mtg. Rms. & Capacity of Largest: 5 (475)
No. Banquet Rms. & Capacity of Largest: 5 (375)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: from $3
Liquor: Must obtain a permit
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Projectors, screens, easels, blackboards
Other Equipment Available: PA system, spotlights, platforms
Parking: $1.50 daily
Sports Facilities: Swimming, Golf

OTTAWA

Railroads: Can. Nat.; C.P.; N.Y.C.
Airlines: TCA, CAI

Chateau Laurier

Major's Hill Park (Phone: 2-6411)
Manager: W. H. Aylett
Convention Season: All year—very large meetings not accepted during sessions of Federal Parliament
Largest Group Accommodated: 450 (225 rooms and 10 suites available)
Convention Rates: Single: $8.75; Double: $14.50; Suites: $21.75 to $28.50
No. Mtg. Rms. & Capacity of Largest: 8 (1,000)
No. Banquet Rms. & Capacity of Largest: 7 (800)
Rates for Meals: Breakfast: 85c to $1.50; Lunch: $1.90 to $2.45; Dinner: $2.25 to $3.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $5 to $250 for meeting rooms. No charge for banquets, other than price of meal
Net Exhibit Space: 7,512 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Overnight up to 15 hours—$1.50. Over 15 hours up to and including 24 hours—$2
Sports Facilities: Swimming pool in hotel, Tennis and Golf about 3 to 7 miles distant

Lord Elgin

100 Elgin St. (Phone: 5-3333)
Manager: T. K. De Morest
Convention Season: All year
Largest Group Accommodated: 400 (200 rooms available)
Convention Rates: Single: $7; Double: $9
Rates for Meals: Breakfast: 75c; Lunch: $1.50; Dinner: $2 to $3
Liquor: Served in hotel
Parking: Day—75c, night—$1
Sports Facilities: Golf

Why Not Plan Now For a Unique Convention?

Choose a magnificent setting for a unique convention — the famous Sheraton-Brock with its matchless view of both the Canadian and American Falls. Main Ballroom accommodates 500 for meetings, 400 for banquets. Other function rooms accommodate anywhere from 40 to 300 people.

Experienced Convention Staff
Leonard L. Gorrell, General Manager

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SHERATON
The Proudest Name in HOTELS

TORONTO

Railroads: C.P.R.; Can. Nat.
Airlines: TCA, CPA, AAL

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TORONTO, ONTARIO

Convenient central location.
1000 spacious, smartly furnished rooms.
Famous for the fine foods.
Noted for efficient service and warmth of welcome.

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GARNER A. HAVERS
General Mgr.

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IN CANADA
MONTREAL—Sheraton-Mt. Royal —The Laurentien
TORONTO—King Edward
NIAGARA FALLS—Sheraton-Brock
HAMILTON—Royal Connaught
WINDSOR—Prince Edward

AUDITORIUMS

Canadian National Exhibition Buildings

Canadian National Exhibition Park (EM 6-7551)

Manager: Ivan M. Brodie, Exhibit Space Dept.
Exhibit Areas: Automotive Building, 175,000 sq. ft.; Coliseum Arena, 23,500 sq. ft.; Coliseum East Annex, 75,000 sq. ft.; Coliseum West Annex, 75,000 sq. ft., Industry Building, 152,300 sq. ft.; Horticultural Building, 30,000 sq. ft.
Rental Fees: Automotive Building, $1,200 per day, $500 per day for move-in and move-out time; Coliseum East Annex, $1,000 per day, $400 per day for move-in and move-out time; Coliseum West Annex, same rate as East Annex; Coliseum Arena, same rate as East Annex; Industry Building, same rate as Automotive Building; Horticultural Building, $700 per day, $350 per day for move-in and move-out time
Flood Load: Unlimited in all buildings except Horticultural which cannot take heavy machinery
P. A. System: Available in Automotive Building, Coliseum Arena, Industry Building
Ventilation: Exhaust fan system
Ceiling Height: 16 ft. to 60 ft.
Elevators and Capacities: One freight, 3 tons, in Coliseum East Annex and one in West Annex
Dimensions, Opening to Exhibit Hall: 12 ft. by 14 ft., 14 ft. by 16 ft., 10 ft. by 12 ft.
Columns: Automotive Building, four rows, 8 in. by 10 in.; 8 in. by 10 in. columns in Coliseum Arena and Annexes permit 10-ft. booths and 16 ft. aisles; columns in Industry Building permit 12-ft. booths and 16-ft. aisles; no columns in Horticultural Building
Utilities: 60 cycle AC and DC current
Loading Facilities: Railroad siding behind Coliseum buildings and within half mile of others; loading facilities at Industry Building and Horticultural Building
Storage Areas: Ample
Meeting Rooms and Capacities: One meeting room in Automotive Building; one in each Coliseum Annex, seat 60 each
Facilities for Food Functions: Arrangements can be made for banquets up to 2,000
Parking Facilities: 10,000 cars
Distance from Business District: Two miles

King Edward Hotel (HSMA)

See Advertisement, Page 144

37 King St., E. (Phone: Empire 8-7474)

for Conventions and Trade Shows in Canada... fly TCA

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Take advantage of this convenient, dependable service. TCA schedules fast and frequent flights every day coast to coast across Canada, connects with U.S. airlines at New York, Chicago, Detroit (Windsor), Cleveland, Boston, Seattle, Tampa. It's less than a day from any large U.S. city to any major Canadian centre.

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TRANS-CANADA AIR LINES

ONE OF THE WORLD'S GREAT AIRLINES

Manager: Gerner A. Havers
Sales Manager: K. Brynaert
Convention Season: All year
Largest Group Accommodated: 1,000 (450 rooms and 25 suites available)
Convention Rates: Single: from $7.35
No. Mtg. Rms. & Capacity of Largest: 17 (1,000)
No. Banquet Rms. & Capacity of Largest: 17 (750)
Rates for Meals: Breakfast: from $1; Lunch: from $1.50; Dinner: from $3
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 9,388 sq. ft. on one floor and 7,724 sq. ft. on another
Other Equipment Available: PA system, spotlights, platforms
Parking: $1.75 per day, indoor garage

Royal York Hotel

See Advertisement, Page 141

100 Front St., W. (Phone: EM 8-2511)
Manager: J. Johnson
Sales Manager: G. R. Street
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms and 20 suites available)
Convention Rates: Single: $8.50 to $9; Double: $11.50 to $12; Suites: $21.50 to $31
No. Mtg. Rms. & Capacity of Largest: 20 (1,750)
No. Banquet Rms. & Capacity of Largest: 20 (900)
Rates for Meals: Breakfast: $1.60; Lunch: from $2.25; Dinner: from $3.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 14,000 sq. ft. on one floor
Visual Aids Available: Screens, slide projectors, movie projectors
Other Equipment Available: PA system, spotlights, stage
Parking: $1.75 per day
Sports Facilities: Baseball, Rugby, Hockey, Swimming, Racing

WINDSOR

Railroads: C.N.; C.P.; C. & O.; E.T.; N.Y.C.; Wab.
Airlines: TCA, AAL

Prince Edward Hotel

See Advertisement, Page 145

384 Ouellette Ave. (Phone: CLearwater 3-2481)
Manager: Albert A. Bonnett
Convention Season: All year
Largest Group Accommodated: 275 (125 rooms and 7 suites available)
Convention Rates: Single: from $5; Double from $8; Suites: from $16.50
No. Mtg. Rms. & Capacity of Largest: 5 (700)
No. Banquet Rms. & Capacity of Largest: 5 (550)
Rates for Meals: Breakfast: $1.25; Lunch: $2.25; Dinner: $3
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Other Equipment Available: PA system, spotlights, platform
Parking: 75c for 24 hours, $1 per night in garage

QUEBEC

MONTREAL

Railroads: C.P.; Can. Nat.; N.Y.C.; Rut.; D. & H., M. & S.C.
Airlines: CPA, CAI, TCA, NEA

Sheraton-Mt. Royal (HSMA)

See Advertisement, Page 145

Peel St. (Phone: PL-7777)
Manager: Thos. C. Deveau
Sales Manager: George Cotterill
Convention Season: All year, except July and Aug., when conventions are not accepted
Largest Group Accommodated: 1,200 (500 rooms and 25 suites available)
Convention Rates: Single: $6.35 to $9.85; Double: $9.35 to $11.85; Twins: $10.85 to $13.35; Suites: $19 to $44
No. Mtg. Rms. & Capacity of Largest: 15 (1,200)
No. Banquet Rms. & Capacity of Largest: 3 (1,200)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner, $3
Liquor: Served in hotel
Air Conditioning: Most banquet and meeting rooms
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 16,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: $2 per day in garage
Sports Facilities: Golf, Skiing, Horse racing—all in close proximity to hotel

Windsor Hotel (HSMA)

Dominion Square (Phone: University 6-9611)
President & Managing Director: J. Alderic Raymond

Two Montreal Traditions Meet in One Great Hotel

Reflecting the city's French-English quality, the internationally famous Sheraton-Mt. Royal offers an interesting cosmopolitan background for your convention. The Main Ballroom accommodates 1200 for meetings, 800 for banquets. Other function rooms accommodate from 10 to 1000 people.

Experienced Convention Staff
Thomas C. Deveau, General Manager

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WINDSOR, ONTARIO

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Easy access to Detroit.
Excellent cuisine.

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ALBERT A. BONNETT, General Mgr.

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WINDSOR, ONT.

Sales Manager: Bertram E. Randall
Convention Season: All year
Largest Group Accommodated: 1,000 (500 rooms and 50 suites available)
Convention Rates: Single: $8 to $10; Double: $10 to $15; Suites: $20 to $35
No. Mtg. Rms. & Capacity of Largest: 20 (1,000)
No. Banquet Rms. & Capacity of Largest: 4 (800)
Rates for Meals: Breakfast: from $1.50; Lunch: from $3; Dinner: from $4—plus 5% tax and 15% gratuity
Liquor: Served by the drink—not by bottle
Charges for Banquet & Mtg. Rms.: $15 to $700
Visual Aids Available: Many types
Other Equipment Available: PA system, spotlights, stage
Parking: $2 per 24 hours, including pickup and delivery
Sports Facilities: Golf clubs, Swimming, Tennis—all in area

MONT TREMBLANT

Railroads: C.P.

Mont Tremblant Lodge (HSMA)

See Advertisement, Page 146

(Phone: St. Jovite 83)
Pres. & Mng. Dir.: Mrs. Joseph B. Ryan
Convention Season: June 15 to Oct. 15, Dec. 19 to Apr. 15
Largest Group Accommodated: 300 (183 rooms available)
Convention Rates: Single: $14; Double: $24; Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 10 (350)
No. Banquet Rms. & Capacity of Largest: 5 (250)
Liquor: Served in bars only
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 5,263 sq. ft.
Visual Aids Available: 16mm sound projector, screen, blackboards
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Skiing, Swimming, Putting green, Horseback riding, Tennis

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Here—at this internationally famous French Canadian village resort, your group will find a memorable meeting spot—a 6000 acre world-in-itself with everything you could wish for right at hand.

Here, you can meet in summer, fall, winter, or spring—amid the breathtaking beauty of Canada's magnificent Laurentians. Enjoy the finest meeting and recreational facilities, comfortable accommodations for all your group (up to 350), superb cuisine and bar, incomparable old-world courtesy. (And we think you'll come again and again, as so many important groups do.) Write for full information.

Only 90 miles north of Montreal

Mont Tremblant Lodge
Mont Tremblant, P.Q. Canada
Mrs. Joseph B. Ryan
President

MURRAY BAY

Railroads: C.N.

Manoir Richelieu (HSMA)

(Phone: La Malbaie 300)
Manager: Lewis P. Beers
Convention Season: June, late Aug. and Sept.
Largest Group Accommodated: 650 (311 rooms and 11 suites available)
Convention Rates: Single: $16; Double: $32; Parlors: $16. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 6 (500)
No. Banquet Rms. & Capacity of Largest: 1 (700)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: 75c in garage, no charge in lot
Sports Facilities: Golf, Fishing, Swimming, Putting, Croquet, Lawn bowling, Riding, Horseshoes, Tennis

QUEBEC

Railroads: C.P.; C.N.; Q. Cent.; Q.R.L. & P.
Airlines: CPA

AUDITORIUM

Agricultural Pavilion

Exhibition Park (Phone: 5-5120)
Manager: Emery Boucher
Exhibit Areas: Main floor, 29,500 sq. ft.; second floor, 21,804 sq. ft.
Rental Fees and Services: On application
Floor Load: Unlimited
Ventilation: Natural
Ceiling Height: From 15 ft. to 35 ft.
P. A. System: Available on rental
Elevators and Capacities: One, 15,000 lbs.
Columns: None in exhibit area
Utilities: Electricity, water
Loading Facilities: Three large entrances; railroad siding nearby
Storage Areas: Sheds alongside building
Meeting Rooms and Capacities: Three, 30 each
Facilities for Food Functions and Banquet Capacity: Lunch counter; banquet for 150 can be served
Parking Facilities: 3,000 cars
Distance from Business District: One mile

Chateau Frontenac

See Advertisement, Page 141

Des Carrieres St. (Phone: 2-3861)
Manager: G. J. Jessop
Convention Season: All year, except July 1 to Sept. 15
Largest Group Accommodated: 700 (300 rooms and 15 suites available)
Convention Rates: Single: $5 to $12; Double: $8 to $20; Suites: $20 to $40
No. Mtg. Rms. & Capacity of Largest: 9 (750)
No. Banquet Rms. & Capacity of Largest: 8 (700)
Rates for Meals: Breakfast: from 75c; Lunch: from $1.50; Dinner: from $1.65
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None for meeting rooms, if convention consists of 200 or more persons
Visual Aids Available: 35mm sound projector, 16mm filmosound projector, 16mm silent projector, slide projectors
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 daily
Sports Facilities: Tobogganing, Skating, Skiing, Ice hockey, Golf, Tennis, Bathing

Hotel Saint Louis

33 St. Louis St. (Phone: 2-2771)
Manager: Hartley Lynch J. Aubin
Sales Manager: Mrs. A. L'Italien
Convention Season: All year
Largest Group Accommodated: 200 (125 rooms available)
Convention Rates: Single: $4; Double: $8; Suites: $12
No. Mtg. Rms. & Capacity of Largest: 1 (200)
No. Banquet Rms. & Capacity of Largest: 2 (200)
Rates for Meals: Breakfast: from 40c; Lunch: from $1.65; Dinner: from $1.65
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $15 to $75
Other Equipment Available: Spotlights
Parking: $1.25 overnight

STE. ADELE

Railroads. C.P.; Can. Nat.; N.Y.C.; Rut.; D. & H.; M. & S.C.—all to Montreal

The Chantecler (HSMA)

(Phone: Ste-Adele 9-3555)
Manager: A. Emile Marin
Sales Manager: Mrs. Marie Fowler
Convention Season: After Labor Day to Dec. 20, Jan. 7 to 31, March 15 to June 30
Largest Group Accommodated: 150
Convention Rates: Single: $8.50 to $19; Double: $17 to $34. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (500)
No. Banquet Rms. & Capacity of Largest: 1 (175)
Rates for Meals: Lunch: $2.25; Dinner: $2.50
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 7,000 sq. ft. on one floor
Visual Aids Available: Projectors, screens
Other Equipment Available: PA system, spotlights, stage
Parking: $1.50 per night inside; no charge outside
Sports Facilities: Swimming, Tennis, Golf, Riding, Skiing, Curling, Skating

Hotel Ste. Adele Lodge

(Phone: 9-3541)
Manager: Bert Husson

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For Any Hotel Listed in the

CONVENTION HOTEL BLUE BOOK

For complete details see Page 153

Another services of SALES MEETINGS in the interest of better meetings

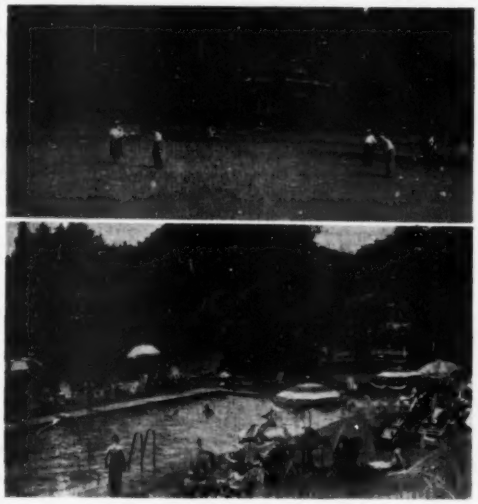
ACROSS THE BORDER

The Most Outstanding Canadian Year-Round Resort

the ALPINE INN and COTTAGES

52 MILES NORTH OF MONTREAL

Welcomes You to This Wonderland of the Laurentian Mountains for Your Future Conventions, Meetings or Banquets



The Picturesque Alpine Inn Can Offer You

1—Accommodation for 200 guests.

2—Food in the best tradition of the French Cuisine with a choice of Vintage Wines to enhance your meal.

3—A variety of entertainment such as: 9-Hole Golf Course, Swimming Pool, Tennis Courts, Horse Shows, Aquacades, Fashion Shows by Montreal leading Department Stores, Masquerades, etc.

4—Comfortable Lounges with open Stone Fireplaces and Mount Baldy Room with its popular Alpine Style Bar.

5—A Spacious Dining Room overlooking the North River.

6—Private Room for Meetings.

The Alpine Inn is a Cardy Hotel which means service, courtesy and comfort. The name of "Cardy" is a byword in the Canadian Hotel Industry.

Every reason to visit the Laurentian Mountains in the Province of Quebec for your next Convention or Meeting.

THE ALPINE INN WELCOMES YOU

For information and reservation, apply THE ALPINE INN, Ste. Marguerite Station, Que., CANADA

Sales Manager: Albert E. Carr
Convention Season: Jan., Mar., Apr., May, June, Oct., Nov., Dec.
Largest Group Accommodated: 300 (90 rooms and private cottages available)
Convention Rates: Single: from $8.50; Double: from $10.50. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (500)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Visual Aids Available: Projection machines
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Skiing, Swimming, Golf, Boating, Fishing, Tennis, Riding

STE. MARGUERITE STATION

Railroads: Can. Pac.

Alpine Inn

See Advertisement, Page 147

Ste. Marguerite Station (Phone: St. Marguerite 106)
President: Vernor G. Cardy
Sales & Conv. Mgr.: Ernest Ireland
Convention Season: All year except July and Aug.
Largest Group Accommodated: 200 (61 rooms and 12 cottages available)
Convention Rates: Single: from $12; Double: from $21; Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 2 (250)
No. Banquet Rms. & Capacity of Largest: 3 (200)
Rates for Meals: Breakfast: $1.25; Lunch: $3; Dinner: $3.50 plus 5% tax
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Included in daily rate for conventions
Net Exhibit Space: 1,740 sq. ft. on one floor
Visual Aids Available: 16mm projector, screen
Other Equipment Available: PA system, spotlights, platforms
Parking: Free facilities for 200 cars
Sports Facilities: Golf, Skiing, Tennis, Riding, Skating, Swimming pool

TADOUSSAC

Railroads: C.N.R.—to Murray Bay, then bus or C.S.L. steamer

Hotel Tadoussac

Manager: C. H. Etches
Convention Season: June 25 to July 1, Sept. 1 to 10
Largest Group Accommodated: 225 (140 rooms and 7 suites available)
Convention Rates: Single: $11; Double: $20; Suites: $34. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 4 (225)
No. Banquet Rms. & Capacity of Largest: 1 (225)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $3
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,200 sq. ft. on one floor
Other Equipment Available: PA system, stage
Parking: Free facilities
Sports Facilities: Golf, Tennis, Swimming, Putting green, Fishing

SASKATCHEWAN

REGINA

Railroads: C.P.; C.N.
Airlines: CPA, TCA

The Bessborough

Spadina Crescent (Phone: 5521)
Manager: C. Finlay
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms and 5 suites available)
Convention Rates: Single: from $6; Double: from $8.50; Suites: $16.50
No. Mtg. Rms. & Capacity of Largest: 6 (600)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: from $1.50; Lunch: from $1.55; Dinner: from $1.75—in main dining room. A la carte service also available in cafeteria at moderate prices
Liquor: Permit must be obtained
Charges for Banquet & Mtg. Rms.: $7 to $125 per day
Net Exhibit Space: 3,448 sq. ft. on one floor
Other Equipment Available: PA system, stage
Parking: Free facilities

SASKATOON

Railroads: C.P.; C.N.
Airlines: TCA, CPA

The Saskatchewan Hotel

See Advertisement, Page 141

Victoria & Scarth (Phone: 7691)
Manager: A. G. E. Robbins
Convention Season: All year
Largest Group Accommodated: 200 (100 rooms including 5 suites available)
Convention Rates: Single: from $6.50; Double: from $10.50; Suites: from $18
No. Mtg. Rms. & Capacity of Largest: 11 (400)
No. Banquet Rms. & Capacity of Largest: 7 (300)
Rates for Meals: Breakfast: from 55c; Lunch: from 90c; Dinner: from $1.80
Liquor: Not served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 6,363 sq. ft.
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Fishing, Riding, Swimming, Tennis, Skating, Hockey, Shooting, Softball, Baseball, Rugby football

COLOR BROCHURES
for Any Hotel Listed in the BLUE BOOK
Available Without Charge
See Page 153 for details
Another SALES MEETINGS Service in the interest of Better Meetings

CUBA

HAVANA

Airlines: PAA, DEL-C&S, NAL, BNF

Hotel Nacional de Cuba (HSMA)

See Advertisement, Page 148

Manager: T. James Ennis
Sales Manager: S. A. Kirk
Convention Season: All year, except Feb.
Largest Group Accommodated: 650 (400 rooms and 48 suites available)
Convention Rates: Single:
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Rates for Meals: Breakfast: $1.50; Lunch: $3; Dinner: $4.50
Liquor: Served in hotel
Net Exhibit Space: 5,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Sports Facilities: Golf, Tennis, Swimming pools

Hotel Varadero Internacional

Manager: F. Martin
Convention Season: Nov. 1 to Sept. 30
Largest Group Accommodated: 300 (150 rooms and 8 suites available)
Convention Rates: Double: $13 to $30
No. Mtg. Rms. & Capacity of Largest: 2 (450)
No. Banquet Rms. & Capacity of Largest: 1 (450)
Rates for Meals: Breakfast: 85c to $3; Lunch: $1.50 to $3; Dinner: from $4.50
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: Variable
Visual Aids Available: Motion picture projector
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Swimming, Fishing, Sailing, Golf, Tennis, Horseback riding, Shuffleboard, Ping pong

BERMUDA

Airlines: PAA, CAI, TCA

The Bermudiana

(Phone: 1211)
Manager: Robert W. Samson
Convention Season: All year, except Mar., Apr., July and Aug.
Largest Group Accommodated: 150
Convention Rates: Single: $13 to $20; Double: $24 to $40; Suites: $17 to $25. Rates for modified American Plan
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 1 (400)
Rates for Meals: Breakfast: $1.50; Lunch: $2.50; Dinner: $4 to $5
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Projector, screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming pool, Beach, Tennis, Golf (latter three within 10 minutes)

The Castle Harbour (HSMA)

(Phone: 7661)
Manager: Richard Toohill
Convention Season: Labor Day to Easter
Largest Group Accommodated: 500 (125 rooms and 4 suites available)
Convention Rates: Single: $16 to $24; Double: $30 to $42; Suites: from $67. Rates for modified American Plan
No. Mtg. Rms. & Capacity of Largest: 1 (200)
No. Banquet Rms. & Capacity of Largest: 1
Rates for Meals: Breakfast: $2; Lunch: $2.50; Dinner: $4
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: Variable
Net Exhibit Space: 2,660 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Sports Facilities: Pool, Beach, Fishing, Golf, Tennis, Shuffleboard

Elbow Beach Surf Club

(Phone: 4301)
Manager: E. R. Hetland
Convention Season: All year, but prefer Nov. to Mar.
Largest Group Accommodated: 200 (150 rooms and 6 suites available)
Convention Rates: Single: $17; Double: $32; Suites: $40. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 3 (200)
No. Banquet Rms. & Capacity of Largest: 1 (200)
Rates for Meals: Breakfast: $2 Lunch: $2.50; Dinner: $4
Liquor: Served in hotel
Air Conditioning: Banquet room, 50 bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 500 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Tennis, Private beach

Mid Ocean Club

(Phone: 7111)
Manager: John A. Papps
Convention Season: June to Apr.
Largest Group Accommodated: (30 rooms and 6 suites available)
Convention Rates: Single: $18; Double: $34; Suites: add $20. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Rates for Meals: Breakfast: $2; Lunch: $3; Dinner $4
Liquor: Served in hotel
Air Conditioning: 10 bedrooms
Charges for Banquet & Mtg Rms.: $8.50 per day
Net Exhibit Space: 300 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Sports Facilities: Golf, Tennis, Sailing, Fishing, Private beach

Hotel Nacional de Cuba

A Kirkeby Hotel

HAVANA

OVERLOOKING THE GULF OF MEXICO AND CONVENIENT TO ALL POINTS OF INTEREST

Distinguished Accommodations and Services for Groups up to 500

MEXICO

ACAPULCO

Airlines: AERONAVES

Prado-Americas Hotel (HSMA)

Manager: Julio Fernandez Z.
Sales Manager: Martin Lara
Convention Season: Apr. 15 to June 20, Sept. 20 to Dec. 20
Largest Group Accommodated: 100 (50 rooms and 20 suites available)
Convention Rates: Single: $9.50 to $14.50; Double: $17 to $23.50; Suites: $28 to $70. Rates for American Plan
No. Banquet Rms. & Capacity of Largest: 1 (200)
Rates for Meals: Breakfast: $1.75; Lunch: $2.35; Dinner: $2.95
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, stage
Parking: Facilities available
Sports Facilities: Swimming, Golf, Fishing, Touring

Hotel Club De Pesca

Ave. Costera Miguel Aleman (Phone: 99)
Manager: Miguel Guajardo
Sales Manager: Jorge Gonzalez
Largest Group Accommodated: 125 (50 rooms and 6 suites available)
Convention Rates: Single: $10.59; Double: $19.41; Suites: $41.18. Rates for American Plan
Rates for Meals: Breakfast: $1.20; Lunch: $2.40; Dinner: $3
Liquor: Served in hotel
Air Conditioning: Suites
Other Equipment Available: Spotlights, stage
Parking: Free facilities
Sports Facilities: Swimming, Ping pong, Billiards, Fishing, Water skiing

CUERNAVACA

Railroads: Nat. Rys. Mex.

Chulavista Hotel (HSMA)

Calzada Chulavista (Phone: 322)
Manager: Enrique P. Bonnin
Convention Season: All year
Largest Group Accommodated: 250 (125 rooms available)
Convention Rates: Single: $4.20; Double: $6
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 1 (500)
Rates for Meals: Breakfast: $1; Lunch: $1.80; Dinner: $1.80
Liquor: Served in hotel
Parking: Free facilities
Sports Facilities: Swimming

MEXICO CITY

Railroads: Mex.; Nat. Rys. Mex.
Airlines: AAL

Hotel Bamer

Juarez 52 (Phone: 21-90-60)
Manager: Eduardo E. Thomas
Convention Season: All year
Largest Group Accommodated: 50 (25 suites available)
No. Mtg. Rms. & Capacity of Largest: 3 (60)
No. Banquet Rms. & Capacity of Largest: 3 (45)
Rates for Meals: A la carte
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Other Equipment Available: Spotlights
Parking: Facilities available

Hotel Del Prado (HSMA)

Ave. Juarez #70 (Phone: 10-40-00 and 35-94-80)
Manager: Pedro Gorozpe M.
Convention Season: All year, but prefer spring or early fall
Largest Group Accommodated: 400 (200 rooms and 30 suites available)

Convention Rates: Single: $5.23 to $9.88; Double: $6.97 to $11.04; Suites: $13.37 to $36.53
No. Mtg. Rms. & Capacity of Largest: 6 (1,000)
No. Banquet Rms. & Capacity of Largest: 5 (1,000)
Rates for Meals: Breakfast: $1.25; Lunch: $3; Dinner: $3
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Net Exhibit Space: 10,000 sq. ft. on one floor
Other Equipment Available: PA system, spotlights, stage
Parking: 95c per day

Hotel Luma (HSMA)

Ori zaba 16 (Phone: 11-97-20)
Manager: Ponciano Aguirre
Sales Manager: Alfonso Villa Arce.
Convention Season: All year
Largest Group Accommodated: 200
Convention Rates: Single: from $3; Double: $4 to $6; Suites: $8 to $30
Rates for Meals: Breakfast: 50c to $1; Lunch: $1.25; Dinner. A la carte
Liquor: Served in hotel
Other Equipment Available: Spotlights
Parking: 50c for 24 hours
Sports Facilities: Membership facilities for leading clubs in city

Hotel Marik Plaza

Jardin Morelos 10 (Phone: 116 or 127)
Manager: Seymour Ruben
Convention Season: All year
Largest Group Accommodated: 150 (60 rooms and 10 suites available)
Convention Rates: Single: $7; Double: $12; Suites: $15. Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 1 (350)
No. Banquet Rms. & Capacity of Largest: 1 (350)
Rates for Meals: Breakfast: 75c to $1.25; Lunch: $1.80; Dinner: $1.80
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: $80
Net Exhibit Space: 3,000 sq. ft. on one floor
Parking: 45c per 24 hours
Sports Facilities: Swimming, Golf, Tennis, Horseback riding

Monte Cassino (HSMA)

(Genova 56)
Manager: Francisco Gutierrez Prieto
Exec. Asst. Mgr.: I. Osorno Barona
Convention Season: All year
Largest Group Accommodated: 200 (140 rooms and 20 suites available)
Convention Rates: Single: $4.75 to $12.15; Double: $10.60 to $25.90; Suites: $12.95 to $27.10
No. Mtg. Rms. & Capacity of Largest: 1
No. Banquet Rms. & Capacity of Largest: 2
Rates for Meals: Breakfast: $1.15; Lunch: $2; Dinner: $2.91
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: Variable
Parking: 46c per day

MONTERREY

Railroads: Nat. Rys. Mex.
Airlines: AAL

Ambassador Hotel (HSMA)

Hidalgo y Galeana (Phone: 2-20-40)
Manager: Sabas E. Canavati
Sales Manager: J. Sosa
Convention Season: Approx. Apr. to Oct.
Largest Group Accommodated: 100 (30 rooms and 13 suites available)
Convention Rates: Single: $3.50 to $8; Double: $5 to $10; Suites: $17
No. Mtg. Rms. & Capacity of Largest: 1 (300)
No. Banquet Rms. & Capacity of Largest: 1 (300)
Rates for Meals: Breakfast: $1; Lunch: $2; Dinner: $2
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,440 sq. ft. on one floor
Parking: 60c per day

Gran Hotel Ancira

Hidalgo y Escobedo (Phone: LD-8)
Manager: Arturo Torrallardona
Convention Season: Sept. to June 1
Largest Group Accommodated: 100 (45 rooms and 5 suites available)
Convention Rates: Single: $2.10 to $4.70; Double: $2.90 to $7; Suites: $5.85 to $10.50
No. Mtg. Rms. & Capacity of Largest: 2 (225)
No. Banquet Rms. & Capacity of Largest: 1 (175)
Rates for Meals: Breakfast: 80c to $1.15; Lunch: $1.25 to $2.10; Dinner: $1.25 to $2.10
Liquor: Served in hotel
Air Conditioning: 50% of bedrooms
Charges for Banquet & Mtg. Rms.: $25 to $45
Other Equipment Available: PA system, spotlights
Parking: 60c per night
Sports Facilities: Golf, Swimming

BAHAMA ISLANDS (B.W.I.)

Airlines: Bahamas Air, PAA, TCA

British Colonial Hotel (HSMA)

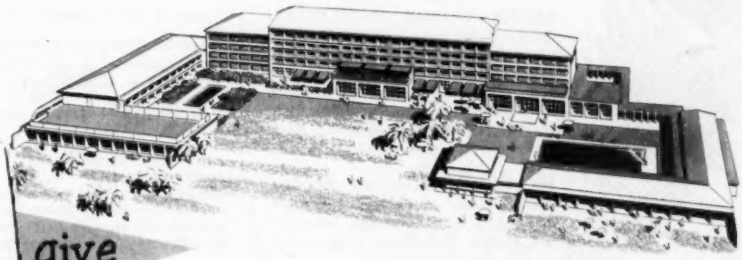
See Advertisement, Page 150

(Phone: 3301)
Manager: Reginald G. Nefzger
Convention Season: Dec. 15 to Feb. 1
Largest Group Accommodated: 350 (200 rooms and 15 suites available)
Convention Rates: Single: $25; Double: $40; Rates for American Plan
No. Mtg. Rms. & Capacity of Largest: 5 (600)
No. Banquet Rms. & Capacity of Largest: 5 (500)
Rates for Meals: Breakfast: $2.50; Lunch: $4; Dinner: $6
Liquor: Served in hotel
Air Conditioning. Banquet and meeting rooms, 30 bedrooms
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: Projector, screen, sound
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Tennis, Water skiing, Golf, Putting, Riding, Swimming

Emerald Beach Hotel

See Advertisement, Page 149

Manager: Robert A. Botta
Convention Season: Jan. 5 to 20, Apr. to Dec. 15
Largest Group Accommodated: 500 (275 rooms and 25 suites available)
Convention Rates: Single: $21; Double: $30—Modified American Plan. Single: $24; Double: $36—Full American Plan. Suites: $15 additional
No. Mtg. Rms. & Capacity of Largest: 2 (500)
No. Banquet Rms. & Capacity of Largest: 2 (500)
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None



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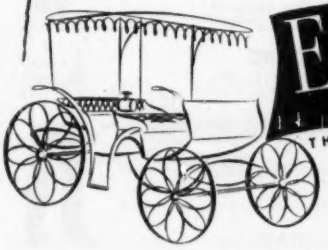
OPEN ALL YEAR
Special Group Rates



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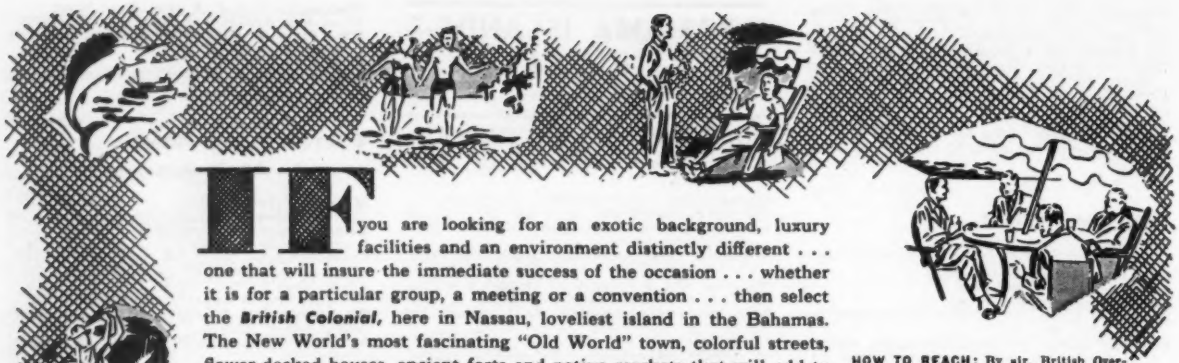

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you are looking for an exotic background, luxury facilities and an environment distinctly different . . . one that will insure the immediate success of the occasion . . . whether it is for a particular group, a meeting or a convention . . . then select the ***British Colonial,*** here in Nassau, loveliest island in the Bahamas. The New World's most fascinating "Old World" town, colorful streets, flower-decked houses, ancient forts and native markets that will add to the enchantment of the *business holiday* for your entire group.

RECREATIONAL FACILITIES: GOLF—Guest privileges at Bahamas Country Club, 18 hole course. SWIMMING—large outdoor pool on grounds and surf bathing from private beach on hotel grounds. RIDING, DEEP SEA FISHING, WATER SKIING (instructor), SAIL-BOATING. DANCING (nightly).

MEETING & BANQUET ROOMS: Several rooms of varying sizes available for private meetings, luncheons and dinners, taking care of up to 400.

LIQUOR FACILITIES: Complete.

CONVENTION SEASON: Groups can be handled to January 15 and after March 15 to September 1st.

CAPACITY: Sleeping accommodations for 400.

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HOW TO REACH: By air, British Overseas Airways (B.O.A.C.) direct from New York to Nassau. OR by plane or train to Miami and Pan American World Airways or B.O.A.C. to Nassau; by ship, New York to Nassau, weekly service S.S. Nassau, or S.S. Nuevo Dominicano, Miami to Nassau, and Cruise Ships from New York to Nassau—Cunard and Furness Lines, etc.

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Modern hotels with experienced staffs and accommodations for group meetings...delightful year-round temperature (average 76.6°).

Serene atmosphere, free of big-city hubbub...shopping for fine British and European goods...all sports.

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- Facilities for group meetings up to 100 persons
- Luxurious new pool in exotic garden setting...also ocean bathing at private hotel beach close by
- Starlight Terrace Bar
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- Available dates: April 1 to Jan. 1

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The Royal Victoria Hotel
NASSAU IN THE BAHAMAS
Charles W. Freeman, Pres.

BAHAMA ISLANDS (cont.)

Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Golf, Tennis, Ocean and pool bathing, Water skiing, Spear fishing, Fishing

Fort Montagu Beach Hotel (HSMA)

See Advertisement, Page 151
East Bay St. (Phone: Nassau 3341)
Manager: G. Walter Fender
Convention Season: Dec. 15 to Oct. 31, except Jan. 15 to Mar. 15
Largest Group Accommodated: 275 (140 rooms and some suites available)
Convention Rates: Seasonal
No. Mtg. Rms. & Capacity of Largest: 6 (700)
No. Banquet Rms. & Capacity of Largest: 3 (500)
Rates for Meals: Breakfast: $1.50 to $2; Lunch: $2 to $4 or a la carte; Dinner: $5 to $6
Liquor: Served in hotel
Air Conditioning: One banquet and meeting room, some bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 3,000 sq. ft.
Visual Aids Available: 16mm movie projector
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Sea bathing, Sun bathing, Sailing, Fishing, Tennis, Golf, Putting, Shuffleboard, Bicycling, Water skiing, Archery

The Royal Victoria Hotel

See Advertisement, Page 150
(Phone: 2831)
President: C. W. Freeman
Convention Season: All year, except Feb. and Mar.
Largest Group Accommodated: 100 (60 rooms and 9 suites available)
No. Mtg. Rms. & Capacity of Largest: 2 (150)
No. Banquet Rms. & Capacity of Largest: 2 (300)
Rates for Meals: Breakfast: $1 to $2; Lunch: $2 to $3; Dinner: $4 to $5
Liquor: Served in hotel
Charges for Banquet & Mtg. Rms.: None
Other Equipment Available: PA system, spotlights, improvised stage
Parking: Free facilities
Sports Facilities: Swimming pool, Beach, Golf, Tennis, Fishing

PUERTO RICO

SAN JUAN
Air Lines: EAL, PAA

Caribe Hilton Hotel
(Phone: 30030)
Manager: Robert J. Caverly
Convention Season: All year, but only small groups accepted from Dec. through Easter.
Largest Group Accommodated: 200 (100 rooms available)
Convention Rates: Single: $7; Double: $10. These rates apply only for groups using over 50 rooms.
No. Mtg. Rms. & Capacity of Largest: 12 (400)
No. Banquet Rms. & Capacity of Largest: 6 (250)
Rates for Meals: Breakfast: $1.75; Lunch: $3; Dinner: $4
Liquor: Served in hotel
Air Conditioning: Entire hotel
Charges for Banquet & Mtg. Rms.: $10 to $150
Net Exhibit Space: 3,478 sq. ft.
Visual Aids Available: 16mm and 35mm sound projectors, steroptican machine, screens, film strip projector
Other Equipment Available: PA system, spotlights
Sports Facilities: Swimming, Tennis, Golf, Fishing, Beach, Pool

Condado Beach Hotel
Manager: Fred Dieterle
Convention Season: All year, except Jan. 15 to Apr. 1
Largest Group Accommodated: (from 25 to 60 rooms available)
Convention Rates: Single: $6 to $8; Double: $8 to $11
No. Mtg. Rms. & Capacity of Largest: 4 (500)
No. Banquet Rms. & Capacity of Largest: 4 (365)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: $1.75 to $3; Dinner: $2.50 to $4.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, some bedrooms
Charges for Banquet & Mtg. Rms.: None
Net Exhibit Space: 1,000 sq. ft.
Visual Aids Available: 16mm sound projector, screen
Other Equipment Available: PA system, spotlights, stage
Sports Facilities: Tennis, Pool, Volleyball, Beach, Fishing

La Rada Hotel
Dr. Ashford Ave.
Manager: Jose Alegria
Convention Season: All year, except Jan. 15 to Apr. 1
Largest Group Accommodated: (maximum of 40 rooms and 4 suites available)
Convention Rates: Rates variable, according to size of groups
No. Mtg. Rms. & Capacity of Largest: 1 (200)
No. Banquet Rms. & Capacity of Largest: 1 (125)
Rates for Meals: Breakfast: $1 to $1.75; Lunch: $1.50 to $3.50; Dinner: $2.50 to $5.50
Liquor: Served in hotel
Air Conditioning: Banquet and meeting rooms, bedrooms
Charges for Banquet & Mtg. Rms.: None
Visual Aids Available: 16mm sound projector, screen
Other Equipment Available: PA system, spotlights
Sports Facilities: Pool, Water skiing, Beach

Normandie Hotel
Manager: William Otero
Convention Season: All year, except Jan. 15 to Apr. 1
Largest Group Accommodated: (40 to 90 rooms and 6 suites available)
Convention Rates: Variable with size of groups
No. Mtg. Rms. & Capacity of Largest: 3 (2,000)
No. Banquet Rms. & Capacity of Largest: 3 (1,000)
Rates for Meals: Breakfast: 75c to $1.50; Lunch: $1.25 to $2.75; Dinner: $2 to $4.50
Liquor: Served in hotel
Net Exhibit Space: 2,000 sq. ft. on one floor
Visual Aids Available: 16mm sound projector, screen
Other Equipment Available: PA system, spotlights, stage
Parking: Free facilities
Sports Facilities: Beach, Pool, Fishing

Give Your Convention These Fort Montagu Beach Hotel

EXTRAS!

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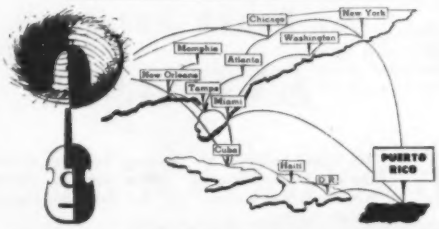

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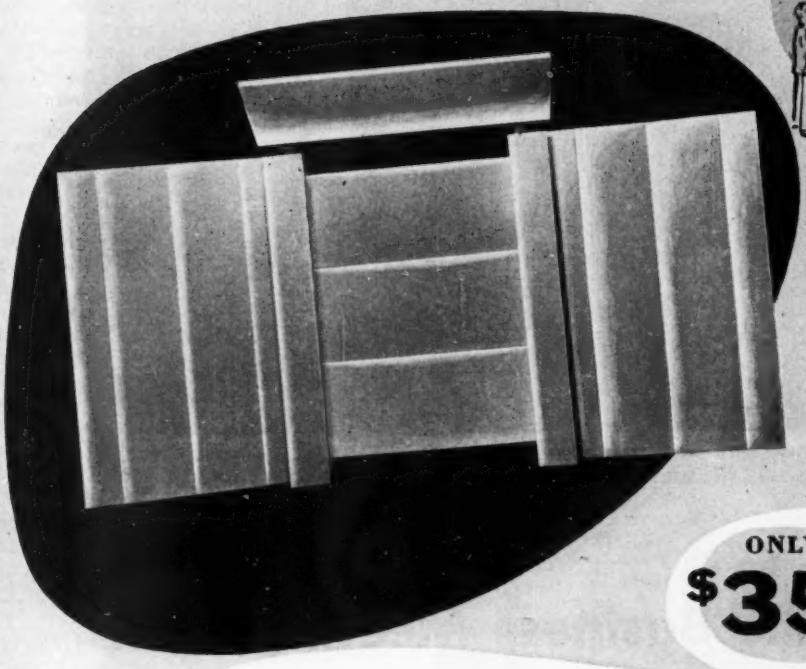

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Dynamics in the Business Meetings

What every speaker should know about the tools to combat creaking chairs and wandering eyes in the conference room. Why visual impact is as old as the Pyramids and so effective in moving minds today.

It has happened to everyone, so there's no question about it. It has badgered even the best public speakers. What has? That certain moment in every meeting, the point when listeners suddenly begin to weary. It's the critical, dangerous interim when there's a restless creaking of chairs and words go limp only to congeal and lose their punch. From then on, the cause, the idea or message may well be lost. Speakers know that more talk then is like trying to break through a log-jam with discourse instead of dynamite.

Clearly, even the most talented spellbinder knows that every man in his audience has five active senses and that a speaker employs only one of them when he asks an audience to listen. What happens, under the circumstances, is only natural; it must be expected and prepared for. Fortunately, speakers-in-the-know have methods to beat this situation.

How? They put another sense to work? They *do, show, act.* In short, they gently call, draw, entice the audience with what is known as "eye appeal." And this may be done by visual aids from bean shooters to out-and-out showmanship, depending upon what the speaker feels is necessary for the desired impact.

Of course, there's nothing new about the idea. The Egyptians thought enough of it 5,000 years ago to build pictures right into their language. And even the most primitive tribes saw magical power in pictures. And today that extraordinary, unfailing power is ready to be tapped everywhere for the same purpose: business communication.

To be sure, modern business has come a long way from the man in the cave. Nevertheless, the fact is inescapable that today, more than ever before in history, individuals constantly live, work and think *with* others. In the measure that individuals depend upon others for success and security, communication, or how to get understandings with the next fellow through talking or listening, becomes a challenge. What every speaker needs and wants to know before he approaches any podium, anywhere, is how to get attention, hold attention and put across his ideas. He needs to get understanding, to teach,

instruct and clarify with dramatic emphasis.

A man who has made this his life's work, studying every phase of successful communication, is Jamison Handy, president of the largest professional "communication agency" of its kind in the world, The Jam Handy Organization. This zealot compares *visual* power, which man's ingenuity has made available to the 20th Century, with the influence of atomic energy used constructively by upcoming generations. As he sees it:

"The loosing of atomic power will permit us in our physical world to move constructively great masses of materials just as the loosing of *visual* power permits us today, in our social world, to move groups of minds, detonate emotions, remove ignorance, transfer experience, fill the minds of men with ideas and images that are accurate, constructive and inspirational."

Further, Jam Handy stresses that these tools of today are the implements with which tomorrow will be built:

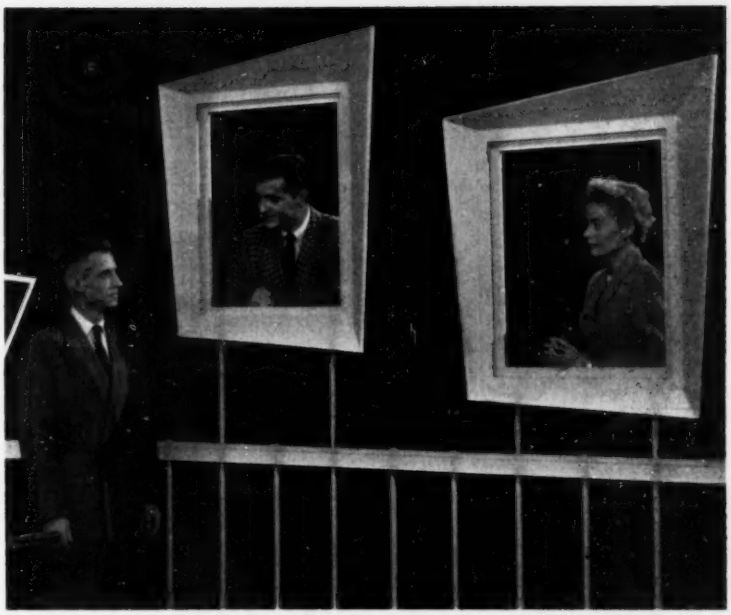
"Every individual must accept the challenge presented by the current revolution in communications. That challenge is one of opportunity—opportunity to apply new devices of radio, pictorial press, and film projection, to initiate and accelerate the circulation of ideas."

Idea Transmitter

But singling out the individual speaker, the transmitter of the idea, the man who is at the nub of the problem: What exactly can the visual approach do for him? How does it affect the realization of his objective? Just what are the possibilities?

To begin with, a great deal can be done to avoid that very point of impending boredom which overtakes the unsuspecting public speaker. Merely delivering a dry lecture followed by questions and what has been called "the discussion period" is no longer the order of the day. Audience participation is the basis of the meeting, vivid experience is its major strength.

Speech implementation through visual aids, takes cognizance of the fact that more than eight-tenths of what is learned and remembered today is absorbed through the eye. A little over one-tenth of what is learned and remembered is absorbed through the ear. More effective appeal results when both senses are employed. This in turn, provides an "eye beam" to the mind.



"THIS THING CALLED SALESMANSHIP," new motion picture for Youngstown Kitchens, provides intermissions for informal audience discussion. In film, salesman, left, listens as "pictures" come alive to reveal future plans of Mr. and Mrs. America.

LIFE AND TIMES OF TYPICAL SALESMAN is demonstrated by Merrit D. Hill, assistant general manager, Tractor and Implement Div., Ford Motor Co. With mock-up resembling a carpenter's square, he visualizes the salesman's growth—to life-size.

So plan to speak with variety and interest for both the eye and the ear. This calls forth the attention which cultivates interest in the message and allows it to be driven home with dynamic emphasis. By avoiding memory lapse through the use of visuals, speakers stay fresh and enthusiastic. They prevent the loss, dilution or distortion of their subjects.

Possibilities

What are the possibilities? Here are a few typical and timely techniques. Variations are endless.

Portable turn-over chart: This, properly used, can be a most effective device for focusing attention on one point at a time ("look and see"). It can be any size or type according to the group or occasion. Its cost varies, of course, with its complexity. By preparing an outline in advance, a chart provides a meaningful track for speakers and listeners to run on. Main points arrive in step-by-step order. The speaker does not leave his audience by turning his back to write on the conventional chalk board.

This technique is especially effective for a sales message because it assures management that the pith of the sales story will be set up accurately and concisely every time.

Felt board: A successful presentation with this visual tool calls for a guide or script, with directions for a speaker. On it one can place three-dimensional exhibits, magazines, pamphlets, press clippings, and so on, as the talk proceeds. Prepared props can be quickly placed on the board to emphasize main points.

Top-flight executives like Arthur B. Fairbanks, in charge of labor relations and sales training, S. S. Kresge Co. (see cut), find these aids invaluable. A compelling speaker, Fairbanks needs no reminders or props to maintain audience interest. Yet, he uses every visual in the books. When he faces the large numbers of aspiring young men of Kresge, he sees in them potential managerial material. "Potential" because, before training, they represent unharnessed, unfocussed talent and energy. How much of their power can be realized depends in large part upon the specific information communicated to them through Fairbanks' training programs. That's why this speaker calls upon outside talent and specialized assistance available to help him give his audiences memorable experiences.

Mock-ups: This is a facsimile recreation of a setting or an object too bulky or too expensive, in its original form, to use conveniently for training purposes. Usually the mock-up consists of selected parts of such a unit put together in simplified, schematic form. This can be invaluable to the salesman demonstrating highly complex equipment or situations.

Working models: These offer another means of showing the operations of devices through small scale models. Demonstrations with such equipment can often be more enlightening than observation of the real thing. These working miniatures have additional advantage of fascinating audiences.

Schematic pictorial diagrams: These "exploded views" reveal parts of a complete mechanism with each part separated from the others but mounted on a board in such a way that an audience immediately sees how they fit or operate together. Real parts can be used, or a photograph or drawing prepared so that copies are available. This type of device is used frequently in job training programs, as well as for reproduction in slidefilms and motion pictures.

Blow-ups: Exaggerated views or enlargements achieve great emphasis through their size. They amuse and tickle an audience's senses while the message is driven home.

Audience at Ease

Clever devices of this kind find frequent use in the busy life of another leading executive, Merritt D. Hill, assistant general manager, Tractor and Implement Div., Ford Motor Co. A speaker who knows how to put his audience at ease, Hill invites all groups to relax a bit by getting to their feet and enjoying a "seventh inning stretch." Says he, "That's right. Get those kinks out of your legs. Get some air into those lungs and flex the old muscles!" His audiences love it. Displaying a blueprint and carpenter's square which he calls the "builder's control," Hill visualizes (see cut) the man-sized job it is to develop a quality dealership. Each plank, when revealed, contributes something vital to the success and security of a salesman. With every step of this progression, the typical salesman represented in the visual grows in stature until he is life-size.

Stage presentations: Ranging from simplest skits to most elaborate live productions, stage presentations are a favorite of speakers in sales programs. They permit acting the situation out, and dramatization of product selling points. They launch promotions and generate, through lively entertainment, enthusiasm vital to sales.

Slides and slidefilms: These versatile visuals are powerfully applied in an unlimited variety of ways to multiply the number of meetings held without letting them drop below a set standard of interest and clarity. They permit unlimited illustration and exhibits for photographic proof. They may or may not be accompanied by recorded music and narration, or they may be of the reading or discussional type. In the latter, pertinent lines of text are projected as a part of the picture. Lighted pictures can illuminate your points and burn them directly into the eyes and minds of your audience. In slides or slidefilms of the reading type, a special advantage is offered the speaker in that the film can be stopped when the group wishes to discuss a particular point.

Motion pictures: Of course, this visual literally speaks for itself. It is the powerful, "I see it living, with my own eyes" medium. It is literally, life in action. And on the screen it speaks *for* the speaker and supplements his imagery. Take a film like "This Thing Called Salesmanship," produced by The Jam Handy Organization for Youngstown Kitchens. Here is an exclusive communication device which provides an advanced course in salesmanship through a series of presentations with an informal moderator. The motion picture pauses for four intermissions during its run. The moderator has opportunities to light a cigarette or have a sandwich and cup of coffee. He advises his audience to do the same during their informal discussion of the points which have been raised. And only when the leader and his group are ready to move on to the next point do they return to the movie.

Stimulate Reactions

This device combines that dramatic realism, which is the gift of the motion picture, with the particular discussional situation immediately at hand. Experience proves that motion pictures are able to provide a focus of attention and a stimulation of reactions which are invaluable to the meeting leader.

But whatever the speaker's objectives, whether to transmit an idea, explain the uses or operation of a new product or make a sale, visuals can help achieve a clear channel for communication and understanding. They can, in fact, implement any talk and make it more meaningful. They show the audience what it's all about. And that's what makes discourse dynamic in business meetings. **The End**

Looked at Your Exhibit Results Lately?

If research is not part of your exhibiting program, you may be getting a lot less for your money than you should. An inexpensive research study might increase your booth audience by 20% or more, double impact and prove show value.

BY JOHN T. FOSDICK • *Research Editor*

Are you reaching your maximum share of show visitors with your company's exhibit? Could you justify your selection of every show on your schedule? Are you in doubt about exhibiting at any of the shows in your field?

If you have any trouble in answering these and similar questions, you are not using your most potent tool for evaluating exhibit productivity. You are not basing your exhibit policies on fact, but are relying on guesses. In short, you are not using research tools available to you.

Your operation of an exhibit at a trade or industrial show is very much like your insertions of advertising in magazines. You offer your product story in hope that the largest possible audience will note it. You do not expect to reach every show visitor, just as you do not hope to have your advertisement read by every magazine subscriber. But, you try many techniques to catch the attention of as large an audience as possible. If you reach more people with your message than your competitors do and have greater impact, you consider your advertisement or exhibit successful.

To help you reach your largest potential audience at a show, you have audience-reaction research at your disposal. Audience research can further assure that you make maximum impact upon your audience after its attention has been captured. With current exhibiting costs, you can hardly afford not to use research techniques from time to time—to make your exhibit dollars more productive. Now, compare your company to these examples.

Company A spends about $75,000 a year on industrial expositions. It knows that it reaches only about one in five visitors to the shows in which it participates. Its estimated total audience during a year is perhaps 35,000 individuals. Its cost, therefore, is $2.14 a visitor. By learning how to change that ratio to one-in-four, Company A increases its booth attendance to nearly 44,000 individuals. If a research program costs Company A 4% of its exhibit budget to gain a one-to-four ratio, it could now reach visitors to its booth for a cost of only $1.77 a contact—a cost reduction of better than 17%. Another way of putting it: An expenditure of 4% more money (by adding research to its exhibit program) increases contacts with customers and prospects by 25%.

Company B spends several hundred thousand dollars a year on exhibits, including many at regional and local shows. Question arises: Are they all worth while? Where should it draw the line, if at all? What proportion of its total exhibit budget should be spent on regionals in contrast to national expositions?

Audience-reaction research can tell Company B if its audience at regional shows has the same value as national shows. It can reveal the proportion of those attending regional shows that also attend national shows. It can measure relative sales impact of Company B's exhibit at both types of shows. Armed with this information, Company B can select

shows from a basis of fact, not fancy.

Company C has a limited budget. It enters only three national shows a year with restricted space. It has two problems: What products from its extensive line should be shown; how should these be shown for maximum attention and impact? It uses audience-reaction research to answer these questions. Its research provides data upon which to make sound decisions. Added cost of research, even to a limited budget, more than pays for itself in better exhibit returns.

When you consider your total exhibiting costs—salesmen's time, maintenance and travel, entertainment, construction and transportation of exhibits, and special promotion and advertising—it is easy to see how an exhibitor can not afford to by-pass research of its trade-show program.

If the foregoing has indicated the merit of exhibit-program research, now let us examine more closely the why's, what's and how's of research for your exhibits.

Why research show audiences?

1. Research provides facts to replace faith and prejudice.

2. With facts about audience characteristics and interests in *your* products, you can evaluate each show as a market place for your company. Size and type of exhibit can be determined more scientifically.

3. Knowledge — gained through show research—of the way in which your prospects rate your company and products, can be invaluable in helping you determine the theme or pace of your exhibit.

Remember: Cost of exhibiting at a given show is the same whether you succeed in delivering your sales story to 10% or 50% of total show audience. You need, therefore, all the information you can get about building high-impact exhibits, exactly the same as you require information on high-traffic publication advertisements and techniques that give you a better foundation for writing a productive advertisement.

What are the research tools?

1. Personal-interview studies with representative samples of show visitors determine audience characteristics and opinions.

2. Impact studies measure what representative visitors to your exhibit note and *remember* about your products and your sales message.

3. Pre-test studies measure effectiveness of packages, advertising or other merchandising techniques on a show audience.

4. Sales forecasting and trend measurement at shows give you a basis for future plans.

5. Interviews with customers who did *not* attend the show determine why they didn't attend, and how they can be influenced to visit the show and your exhibit in the future?

What questions can be answered?

1. What proportion of show visitors are customers and/or prospects?

2. In which products of your company are they most interested?

3. What proportion of total show audience noticed your exhibit, entered your booth or spoke to one of your men?

4. Were booth visitors handled satisfactorily?

5. Do show visitors think more highly of your company than they did before they visited your booth?

6. What kind of pre-show promotion and advertising was most effective?

7. Should you use more or less space at a given show?

8. Should you display other items in your line or have you shown too much to gain impact?

9. Is the show worth your investment in time and money or should it be dropped from your schedule?

10. Are you manning the booth with the kind of personnel to whom the audience reacts favorably?

11. Have you too many or too few people manning your booth?

12. Do you handle product literature in the most effective way?

13. Does a pretty model stimulate booth traffic or improve the friendly atmosphere you want in your booth?

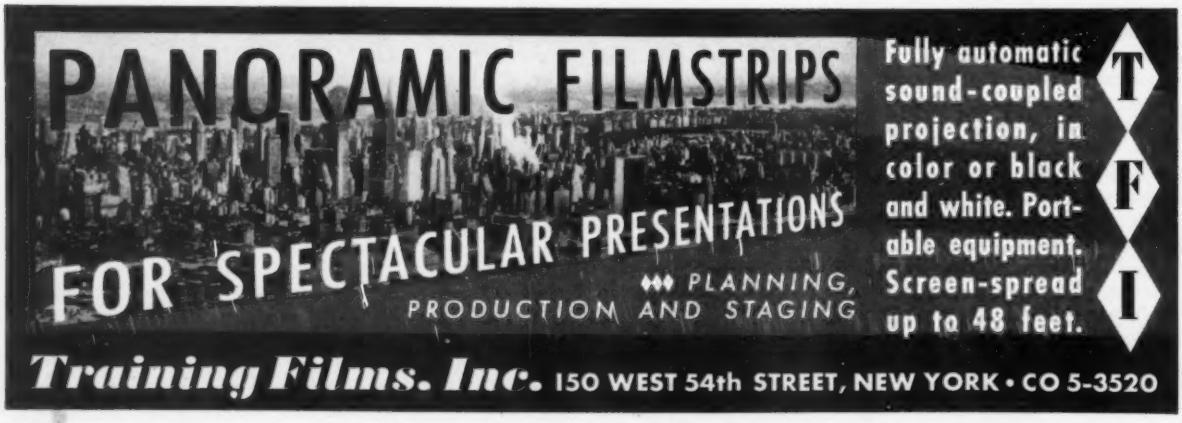
14. How effective are contests, games and stunts in telling *your* story?

15. What additional products, changes in size, capacity or operating characteristics of your present product are desired by your industry?

This partial list of subjects—all answerable with audience-reaction studies by competent and experienced show researchers—indicates how valuable a tool research can be in your exhibit program. It should be a fixed policy to devote from 2% to 4% of exhibit budgets to audience-reaction research. Such small expenditures could very well increase the value of your individual exhibits by as much as 20% or 30%, or more, by increasing both your share of total show audience and the impact and memory factor of your display.

Values of exhibit research are summed up in this quote from an inter-office memo, written by a company exhibit manager to another executive in his company after receipt of the company's first thorough report on the booth and show audience at one of its major shows:

"For the first time we have actual facts about the importance of a trade show to our company, rather than being forced to rely merely upon opinions or prejudice. Results of this study as presented in the report would appear to repay us many times for the modest amount this study cost us. Value of this first study is so apparent, that we should consider making similar studies at other large trade shows in which we participate. Such studies are invaluable in arming us with facts about the value of trade shows to our company." **The End**



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How to Conduct Problem-Solving Clinics At Your National Sales Meeting

Personal sales problems of each man in the field can be handled to his satisfaction at a general meeting with advanced planning and this clinic device. This can be used for meetings as large as 500 men with excellent effect.

BY RICHARD BECKHARD • *Consulting Editor*

A sales manager asks: "We want to spend more time with our men and their problems at our annual national sales meetings. We now have one half-day for regional meetings with regional sales directors, but the men still aren't satisfied that their problems are getting adequate home office attention. What can we do?"

There are probably several reasons why the men are still dissatisfied. Let's look at them before we begin to suggest "solutions." Here are a few:

1. Regional groupings prohibit any national "exchange" of ideas.

2. At regional sessions, men are meeting their own boss and not the big boss.

3. The men expect a national meeting to be different and not an extension of district or regional meetings.

4. There has been inadequate preparation for the sessions, so the men are bringing up "top-of-the-head" problems. When they get away, they think of more urgent problems they would like to have discussed.

5. Past experience indicates the problem sessions are just gabfests. No significant management action has been noted in the past.

Any one or all of these factors can be operating. At the same time, sales management can still have an honest and sincere desire to discuss the men's problems with them.

It is important to note: The listener (in this case, the salesman) must understand, in his terms, the intentions of the speaker (the sales manager or planner). In other words, good intentions are not enough; procedures are necessary to insure that good intentions are carried out in a manner that is clearly perceptible to the men and that makes them feel their problems are being adequately dealt with.

Here are some suggestions for effective problem solving clinics:

1. Devise a meeting plan that allows some general session problem-solving and some special interest groups, if desired.

2. Be sure that the field men get a chance to express themselves to national officers at a national meeting.

3. Give the salesmen adequate preparation so they bring thoughtful and meaningful questions to the meeting.

4. Use a problem-solving rather than a "giving of answers" approach.

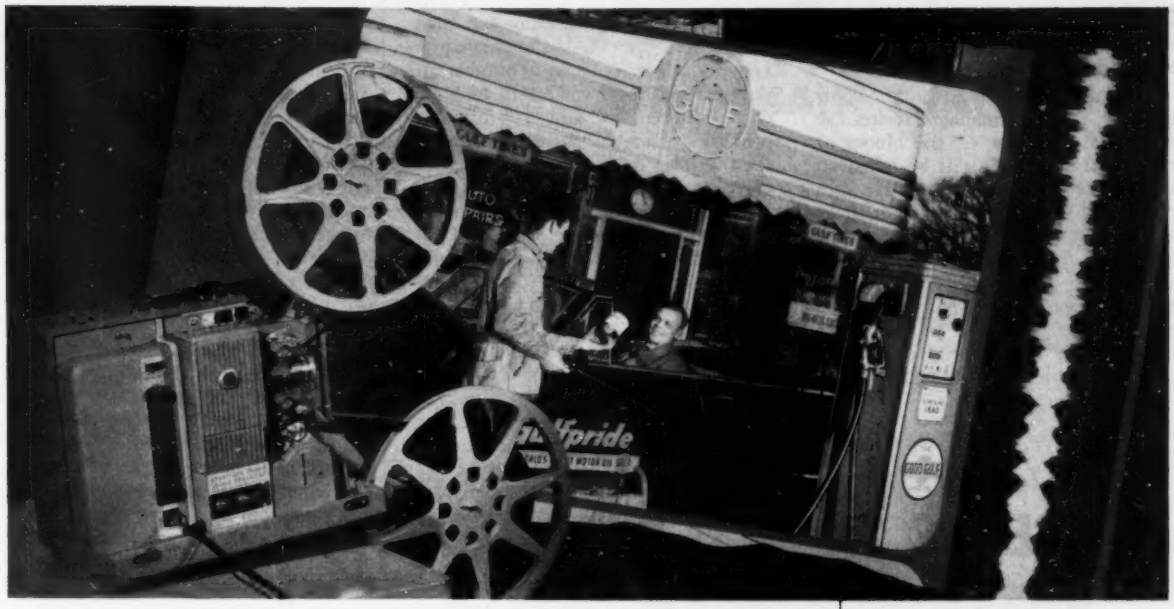
5. Be prepared, and committed, to carrying out the recommendations on any problems on which you get a group decision.

6. Make clear the boundaries of decision-making enjoyed by the group. For instance, don't have a meeting at which they decide a policy they have no authority to decide. Define the areas where they can (a) decide, (b) recommend, (c) react and (d) challenge.

Useful Technique

In the past few years, a number of companies have developed very effective meeting procedures for problem-solving. Many of these have been reported in this magazine including "shirt-sleeve conferences," organized round tables or bull sessions. All of these are practical where small groups are involved. The following illustration is a technique which has been found extremely useful by a number of companies including Sinclair Refining, Brown-Forman Distillers and others. It is truly a problem-solving clinic, and can be fitted

SINCLAIR REFINING sales meetings have found problem clinic useful tool to answer questions of men in the field. Flannel board is used to visualize discussion subjects.



How movies help GULF dealers make service-selling a big success

When your products are sold through thousands of outlets throughout the country, keeping dealers up to date on product improvements and selling methods can be expensive and time-consuming. The Gulf Oil Corporation, however, has found that this problem can be easily and economically solved through movies.

Easier, faster, cheaper

"Since we switched to movies, training our dealers is easier, faster, and cheaper," says a company executive. "And attendance at dealer meetings has improved.

"Movies make our training program more effective, too. Sales points are neatly tucked into the script so that they are convincing and easy to remember. And the movies graphically *demonstrate* how the dealer can make service pay off in profits. As a result, our customers get better service . . . and product sales are increased."

Trouble-free projection

Kodascope Pageant Sound Projectors help to assure the success of this film program for Gulf. Gulf merchandising managers like Pageants because of their trouble-free performance, lightweight portability, and easy operation.

Pageants deliver more dependable service because they are designed to eliminate the chief cause of projector breakdowns—improper lubrication. They are permanently pre-lubricated right at the factory. And *only* Kodascope Pageant Sound Projectors have this important feature!

Ask for a demonstration

Every day, progressive companies like Gulf switch to movies to increase selling efficiency. The chances are that they can mean added sales power and lower selling costs in your business, too.

To meet your most exacting requirements, there are six Kodascope Pageant 16mm. Sound Projector models—priced from $375. Ask your Kodak Audio-Visual Dealer for a free demonstration or mail the handy coupon for full details.

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JOHN DEERE solves engineering problems with aid of High Speed Camera

An experimental sugar-beet harvester made by the John Deere Company ran into a snag during field tests. Spinning spring teeth which remove the beet tops failed to function properly.

John Deere engineers took movies of the teeth in action with a Kodak High Speed Camera. Photographed at speeds up to 3000 frames per second, the action was slowed down in projection as much as 200 times for study . . . helping the company to pinpoint the problem and provide a quick solution.

How CORNING GLASS teaches cooking on retail counters

To stimulate sales, Corning Glass Works' home economists tell store customers and sales people the advantages of cooking with PYREX® ware. Instead of cumbersome demonstration kits, each carries a Kodaslide Table Viewer and 80 full-color slides of the PYREX ware line in use.

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into the program of a two or three-day meeting, either as a half-day or a full day.

Several weeks in advance of the meeting, the sales manager writes the field men that one of the blocks of time in the meeting will be taken up to deal with field problems. He asks them to write the one (or sometimes two) most important problems they have that they would like help with at the meeting. If only representatives are coming from a section, he asks the representative to meet with his colleague and to send in the one or two problems on which there is consensus. These problems are then categorized by the sales manager. Usually, there will be a number of duplications and you will end up with between six and 10 different problems. Each of these problems is then written on a chart or on a piece of newsprint.

At the meeting itself, the men are seated around a square table or a U-shaped table. The sales manager and perhaps one or two assistants or regional managers sit at the head end. If possible, the men are assigned seats to insure that buddies are separated and heterogeneity is established.

The sales manager describes the plan of the meeting. He reminds the men of the problems they have sent in, and explains the fact that he has categorized them. He then divides the group into as many working groups as there are problems and sets one group to work on each problem. They have an assigned period of time —anywhere from 15 to 45 minutes, depending on the complexity of problems, size of the groups and willingness of the men to express themselves to each other. No management person—that is, district or divisional or regional sales manager—sits in with the groups. The management group has a separate work session dealing with all the problems—since it will be called on to react to the individual work group's answers later.

Each work group is told to select a spokesman and to have him prepared to report on the group's thinking on how the particular "sales" problem to which they've been assigned should be solved. It doesn't matter at all whether the particular problem assigned to any work group was submitted by any member of that group, since all the problems will be of general interest as selling problems in that particular company.

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After the groups have been working for the allotted period of time, the sales manager calls the group back together again and calls for the report from the first group. The spokesman gives his group's thinking after which the chairman can either: (1) go on to the next report; or (2) call for reactions and discussion of the report. The action in each case will be determined by time and personnel involved. A suggested method that really gives the most help is to have the district managers, regional men or home office men react to the solution, ask questions that might test its effectiveness and offer possible alternative solutions. Each solution offered by a work group should be tested with the whole group, so that a solution is agreed to by all.

Results

This kind of problem-solving meeting, it has been found, accomplishes these things:

1. It gets at the *real* field problems of the men.
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3. It gives everyone a chance to really express himself or ask questions on a number of problems, in a relatively short period of time.
4. It increases the salesman's advance interest and interest during the meeting.
5. If properly handled, it has a very effective carry-home effect. The field men bring back practical answers to practical field problems.
6. It personalizes the meeting for the men, particularly a meeting with a large number of salesmen.

This technique and adaptations of it can be used for meetings of as large as 500 men, with excellent effect. It is one device that meets the criteria of allowing everyone to:

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4. Increase interest in the sales meeting.
5. Help the men see that company management in its national sales meeting is giving adequate attention to the men's field problems. **The End**

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So You Have to Plan A Convention

Sales executives who are drafted or rashly volunteer to quarterback an association conclave find that sales-meeting experience is not enough. Most valuable assets are ability to enlist good committee chairmen and ability to get facts.

BY JOHNS H. HARRINGTON

Quarterbacking a company sales meeting is good experience for the executive whose talents are requisitioned to map an association conclave, but it certainly isn't enough. And, although a sales executive can't afford to let the chairmanship of a convention frighten him, he is better off being humble about undertaking the job than suffering from overconfidence.

Every planner must remember that an association convention represents a tremendous investment in both time and money for his organization and the companies involved. Consequences of over-planning, if such is possible, are emphatically less serious than an under-dose of the time-proven grain of care.

One factor that sometimes produces buck fever in the neophyte chairman is that he does not have time for a dress rehearsal. He's drafted for the job or rashly volunteers. When the groundwork is finally laid, the convention must go the *first* time. As the delegates start swarming in, it's too late to reshuffle hotel room assignments so that cronies can room together; or to add some small but essential item to the program or brief section chairmen.

Probably the chief prerequisite of a successful convention chairman is his knowledge of where to get information or advice—whether it is hotel management, local chamber of commerce, badge company or organization headquarters. He must have, too, an ability to get along with other executives, especially those on subplanning committees; a willingness to map the job step by step; and stout measures of resourcefulness, ingenuity and patience. In addition, of course, the executive who maps a convention must have some positive ideas about what the conclave will accomplish in terms that will appear as substantial dividends to whatever companies participate.

Lists Purposes

It isn't too elementary to sit down with a committee and list what these purposes may be. The chairman must remember that gatherings that run most smoothly and simply usually have the most preparation behind-the-scenes. A convention, like the hackneyed iceberg, has only a small fraction of the total mass on the surface. Underneath is the bulk of organization. That's why sharp chairmen stress planning. After sound planning the conference virtually takes care of itself.

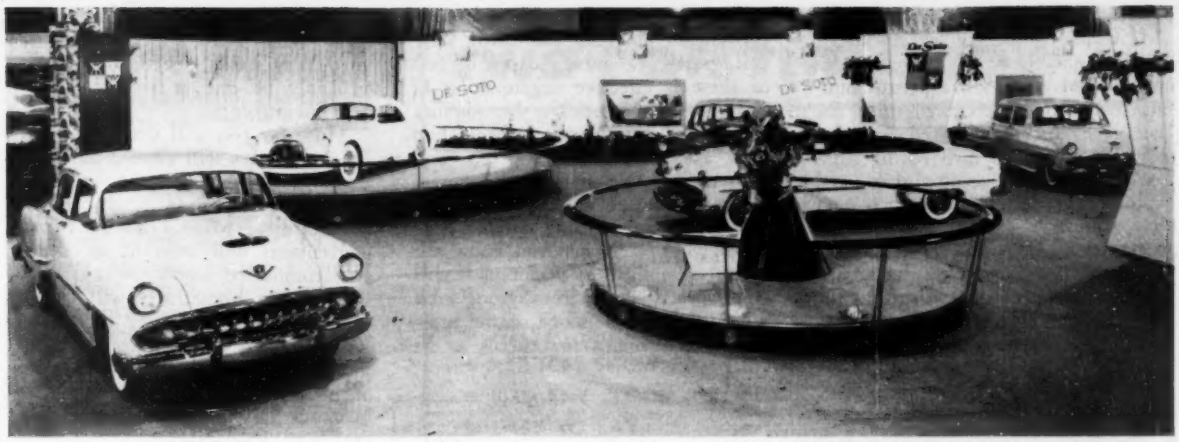
Naturally, first step for the prospective convention chairman is to collect information. And, although each program must be tailored to the particular mission it has to perform, to circumstances and even, sometimes, to geographical location and physical facilities with which the group may be confronted, certain basic principles and phases of planning will always be vitally needed.

Perhaps the most effective method of illustrating this point is to present a blueprint of association convention planning. Here are five phases of the project that you can depend upon in almost any kind of assignment that you may face, even though the sequence of preliminary phases will vary in individual cases. As convention chairman you can build on this framework:

1. Study what your firm and city can offer in the way of resources for an association conclave.

2. Study conference operation, particularly at events similar to those in which you will preside.

3. Make final preparations, a phase in which the thoroughness of earlier



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steps will begin to pay off.

4. Conduct the convention itself, in which the chairman follows up on every detail and doesn't permit himself to become sidetracked until the last registrant has departed.

5. Follow-up on distributing summaries of work accomplished and evaluate the job for reference next time you have the chairmanship or to assist your successor. (Your ability to package convention results attractively rather than shove them on the shelf is one of the best ways to please the membership.)

Each of these general phases of convention planning has many stepchild problems, and one of the biggest of these is effective organization of committees. Naturally, the planner will want executives assisting him who are willing to cooperate and who possess initiative of their own. It's important to use veteran leadership along with willing but inexperienced workers. When you know the special capabilities of personnel it will be of special benefit in assigning jobs. This information is one of the prospective chairman's first needs as he begins to shape his plans. Time spent as a "talent scout" for men to perform key tasks, particularly, will probably be one of the chairman's best investments.

How far you will want to organize committees will depend obviously upon the extent of the projected operation and on how much help can be recruited. Most respectably-sized conventions will warrant an executive committee which the chairman will govern himself. It will consist of convention committee heads and be utilized as a sounding board for ideas, as a means of ironing bugs out of plans through discussion and to give out instructions and important details on developments.

Key Committees

As every association convention planner knows, key committees in any convention organization will probably include finance, legislative, program, publicity, reservations, reception and hospitality. Among others may be printing, transportation, staff assistance, and banquet and entertainment.

This may sound like unwieldy organization, but when the convention planner analyzes his job, he will see that the many parts can fit together logically. This team can be organized under capable leadership to put a new and worth-while convention on the road. (No other outcome can be justified.)

Now let's take a closer look at committee organization, which is both the bricks and mortar in the convention foundation. What you will work out as your blueprint will, of course, be adapted to your special project and to the talent you can acquire. But no prospective chairman in his right mind will rationalize his way out of a thorough organization just as a labor-saving device.

One method of assigning committee duties is by company. At the same time, let each appointed chairman know how well another committee expects to handle its particular assignment. The sweet breath of competition has stimulated more than one committee head into doing a better job. For each committee, the convention chairman must devise a tentative plan of attack. Even a capable colleague can't work effectively unless he has a framework of operation.

That's one reason why the executive committee, which consists of the chairman in charge of the convention and all his chairmen, is so vital. This group will insure that over-all plan-

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ning and functioning of the convention is conducted successfully, that the agenda is collected and arranged in time for distribution, and that an evaluation and final report following the conclave may include all the essentials.

General instructions to each chairman will tell him to prepare written plans and submit copies to the convention chairman, prepare a budget for submittal to the finance committee, attend sessions of the executive committee when requested, notify the executive committee of progress of preparations and keep an eye peeled for material that will help the publicity chairman.

Principal task of the finance committee, in addition to working out a budget for the coming conference, will be to carefully study association resources and past budgets as well as anticipate costs—so that outgo can be matched with income. The finance chairman should approve both budgets of other committees and disbursements, and put aside an ample amount for "contingencies."

A summary of legislation passed at previous conventions should be distributed by the legislative committee in advance of the meeting, and this material should be elaborated on at the opening session. In this way, much repetition of effort and discussion can be eliminated. The legislative group should also furnish workshop chairmen with briefs of work related to their respective subjects.

Close liaison will be needed between the program chairman and all other groups as the over-all pattern of the convention is put together. This may be a job that the convention chairman will wish to reserve for himself, but the details of coordinating with workshops and individuals assigned management of assemblies may be so involved that a special group for this task may easily be warranted.

Publicity committee duties include not only shepherding the press but, perhaps more important, arousing interest in the convention among association members themselves. This project can be aided by concise and snappily prepared "Convention Couriers" which point up interesting plans and developments. The "Courier" can be issued daily during the conference to report progress, remind delegates of administrative details and to keep them interested. Advance publicity in local papers and news releases for the home town papers of delegates help build goodwill.

A survey of printed items that will be needed for the convention should

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be a major responsibility of the printing committee, which will also follow through and insure that material is submitted in time to meet the appropriate deadlines. Careful advance judgment of costs is a critical consideration, too. This group may also assemble materials into "convention packets" for the convenience of delegates.

Duties of the reservations and registration committee are probably among the most obvious to you, but such familiarity should not dim the necessity of long-range planning, particularly for accommodations and meals. This committee must be on the job early when the convention starts and stay late for the stragglers.

Along with this group at the time of registration may be the reception and transportation committee, which will insure that arrivals are safely transported from train or plane and that they are efficiently guided to their rooms and advised about the location of opening convention sessions.

On the same team will be the hospitality committee, promoters of tours of the city, maps, information on points of interest and special items for the convenience of guests. Included here might be novelties representing major local industries or the chamber of commerce.

Next on the list of the committees is staff assistance. Extending the budget to insure competent professional help for taking minutes, typing and mimeographing will pay off in both speed and quality of operation. If reports from workshop chairmen or motions during a major assembly are to be duplicated, for example, staff assistance personnel will insure that forms are distributed in advance to stress clarity, brevity and uniformity in presentation. Both time and patience saving will be among the dividends for the chairman and all the delegates. Staff assistance may also be responsible for maintaining a convention bulletin board, supervision of displays from participating firms, and also for a clearing house on special information and problems. The staff will want to know at all times the whereabouts of the executive in charge of the confab—even whether he is asleep or awake.

Last of the major groups to be named in this blueprint for successful conference organization is the banquet and entertainment committee. It has a special responsibility which is also essential for the success of the program. It acquires an effective keynote speaker, selects the kind of entertainment that will relax and at the same time not distract the delegates, and handles the sage placement of special guests.

After this group has been organized, along with the others, you, as convention chairmen, might feel that an armchair assignment for yourself can be taken with perfect security. Unfortunately, as any responsible executive knows, the battle has just been well started. A principal problem will be coordination of plans to prevent overlapping and friction. The chairman must be diplomatic and firm, and must take special precautions to avoid unanticipated outcomes from one of his committee chairman's seemingly fine suggestions. He must have the pulse of preparations at his fingertips without seeming to interfere in the activities of those who have been given jobs to do. Supervision of convention planning under these circumstances can be both a pleasure and inspiration.

And, incidentally, after such an enterprise, you may have more self-respect, more confidence and be more greatly appreciated by the association and your company. You will certainly possess a greater sense of understanding of the magnitude of convention planning. It may prompt you to go out of your way to assist the next executive who takes over the convention helm. **The End**

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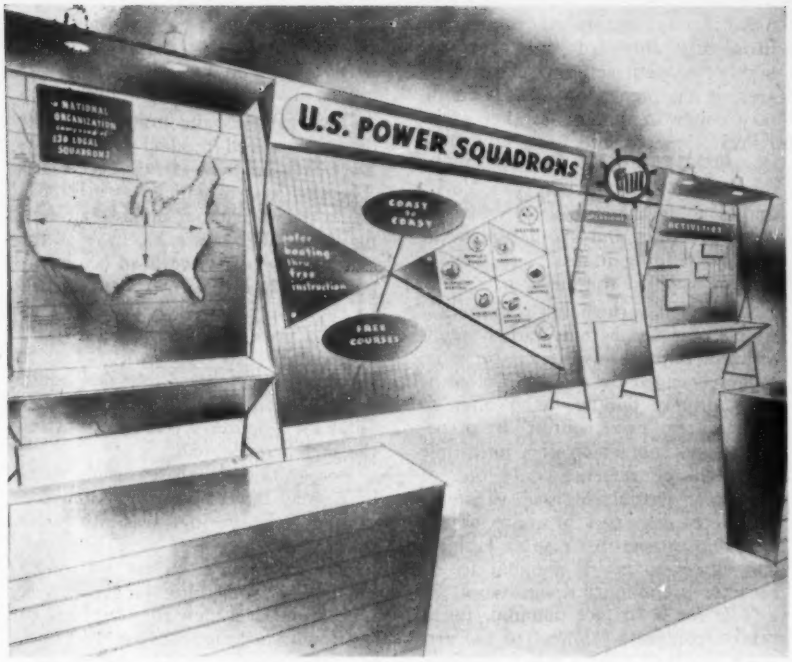

WHEN PLANNING A DISPLAY, exhibitors used to ask for free sketches from dozens of display builders. Exhibitors learned, however, that "free" sketches were not necessarily a bargain.

Ban on "Free" Sketch Means More Value to Exhibit Buyer

After seven years, discontinuance of speculative sketches proves its value. Display designers now devote more time to each job and produce better exhibits. "Free" sketches actually raised costs of exhibits because of wasted effort.

BY LESLIE E. LEVI
President, Ivel Construction Corp.
Past President, Exhibit Producers and Designers Assn.

Seven years ago 16 New York member firms of Exhibit Producers and Designers Assn. adopted a policy —a policy that some feared would not work, but all were willing to try because they recognized it as a step forward in the development of their fast-growing industry. That policy was to stop throwing away, with little hope of return, the best products of their brains and artistry. They decided to cease the ruinous practice of giving away free speculative sketches to all and sundry. The practice was rapidly resulting in the cheapening of their art and adding so heavy a burden to their end product as to limit its use to a well-heeled few.

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more firmly established every day. Originally intended only for the highly competitive New York City area, it has been adopted as a voluntary policy in numerous other areas. EP&DA, meanwhile, has grown from the original 16 to 41 member firms in nine cities (24 of these in New York) and is doing a good job in establishment of ethics and standards in the display building industry, as well as in promotion of the medium.

Operation of the policy is extremely simple, and has become rather standardized. A prospective exhibitor is no longer beseiged by a dozen (more or less) display builders who offer to enter a free "prize contest" by preparation and submission of a multitude of no-charge sketches, only one of which can possibly be used. Instead, he selects one, two or more of the available competitive display builders and agrees to pay a nominal fee to each for preliminary design work.

The fee is in fact nominal, for it rarely represents full cost of the artwork involved. As a rule it is established as 2% of budget, with a $25 minimum for black and white and a $50 minimum for color. Hardly enough, obviously, to put a great dent in the exhibitor's budget, but it still leaves him ample freedom of choice, without the onus of too many interviews, nor the confusion of selection from too many offerings. And since most exhibit buyers have other duties as well, it certainly expedites his job.

Main advantages of the system, however, ensue to the display builder directly and through him to his customer. First and most important is the greatly improved quality of his work. He has available to him at best only a limited number of really talented designers in this highly specialized field. With less of their talents wasted in fruitless non-paying "contests," they can now spend more time in the study and development of each project, with a far better chance of hitting the bulls-eye. No small part of the improvement in exhibit design so noticeable in the past seven years can be attributed to this circumstance.

This presents the unique example of an improved product which costs less by reason of its greater excellence. The very system which has insured a better over-all job of design by eliminating so much waste, has lowered the exhibit producer's overhead below the point at which it formerly threatened to choke him out of business—or at least to price him out of his market. If exhibit costs are high today, it should be remembered that they could —and would—be noticeably higher (and for a poorer product) if not for the sketch fee system.

Recognition of these simple facts by display buyers accustomed to unlimited free offerings was far easier to achieve than was first expected. Most experienced buyers welcomed the idea as something long overdue. Only a relatively few found it hard to swallow. They thought that their own top management would rebel at paying a small fee for something they formerly got "for nothing". Much to their own timid surprise, however, in most cases top management recognized the principle at once for what it was—a move toward efficiency and ultimate lower cost—and welcomed the new system.

Now it's no longer new. Practically everyone who buys exhibits in the New York City area has accepted it as a normal procedure and is benefitting by it. A simple and logical idea, it is now spreading rapidly in other parts of the country, for American industry has never been slow to adopt new ideas once they have proved their merit. So, also, is Exhibit Producers and Designers Assn. growing and assuming a genuinely national character, as more and more display builders join this active group in a sincere desire to advance their art.

The End

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New Techniques and New Equipment Developed To Increase Impacts of Panoramic Filmstrip

New developments in panoramic filmstrip technique were shown at National Education Assn. Convention in Chicago last month. In a retrospective presentation, Training Films, Inc., New York City, revived the first of the panoramic films, "Follow That Man," produced for Borden Co. five years ago—and then showed recent films which demonstrate strides the medium has made up to the present. The advances are impressive and the effect spectacular.

For this meeting a screen area 7½-feet high by 30-feet wide was used. Three 1,000-watt projectors, each covering one-third of the screen, were synchronized and automatically advanced by inaudible impulses recorded with the sound.

New Effect

The panoramic filmstrip creates a visual effect quite different from that of any other medium. Unbroken scenes spreading across the full 30-foot area vary with point-by-point pictures on the individual screen units. These pictures can be changed separately or simultaneously. A central theme may be held on one section while supplementary themes are developed on the other two. When two areas of the screen remain static, movement on the other section directs attention to the point being made there. The eyes do not have to scan the whole sweep in order to grasp this new development in relation to the basic idea already established.

Instantaneous

Instantaneous advance of the film permits effects made familiar by motion pictures; pop-ons, zooms, pans and wipes gain tremendous effect as they march across the whole sweep of the wide screen. Even a simple trademark achieves startling importance when it expands rapidly from a pinpoint to a width of 30 feet.

Possibilities of panoramic filmstrips for sales meetings and conventions are easily imaginable. New products

PANORAMIC FILMSTRIP IN COLOR, projected on wide, triple-section screen, was used by Lederle Laboratories at a series of sales meetings to introduce new products.

Yes, we've "outgrown" our old location and moved to larger quarters. Now, we're *bigger* . . . equipped to serve you *better* . . . furnish you the *best* in attention getting:

- CONVENTION EXHIBITS
- P.O.S. PRODUCTION EXHIBITS
- ITINERANT DISPLAYS

Literature describing our new plant and increased facilities is yours for the asking. Simply clip this ad and send it to us attached to your letterhead.

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DISPLAY SALES

Send us your specifications for prompt quotation.

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Chicago • Beverly Hills
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PANORAMA OF PRODUCTS, top, remains on screen as larger products pop on to screen. Two or three products can pop on at once or pop on one at a time. Eyes do not have to scan entire screen to grasp new development. Film advances are instantaneous and activated by inaudible signal.

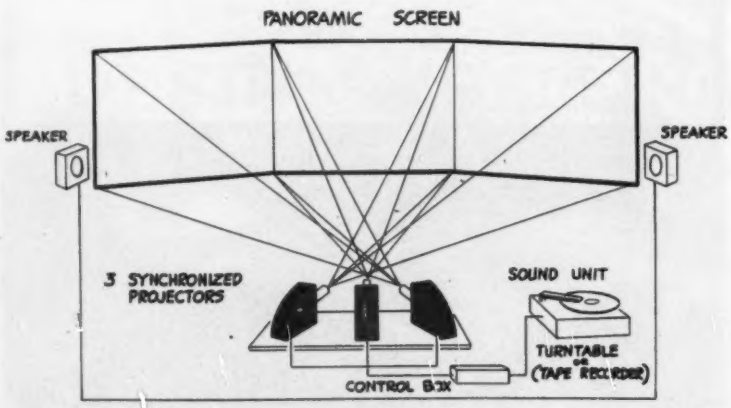
can be introduced, for instance, with models appearing on the screen in full color and being discussed one by one until the complete line is displayed. Or one item can be held in the central area while close-ups of its features are shown on left and right. Statistics in the form of charts and graphs gain interest and impressiveness through semi-animation that moves their elements across the huge span of the screen.

A wide variety of picture treatments is possible. Dole Pineapple Co. reproduced color photographs in its production. Lederle Laboratories introduced its new marketing plan with stylized artwork and cartoons. Bureau of Advertising, A.N.P.A., mixes photographs and color silhouettes in its tremendously successful "Lexington, U.S.A." which demonstrates the effectiveness of newspaper advertising in the automobile industry. Three versions of this film have been made, for Ford, Chevrolet and Plymouth.

Sheer size of the screen area is a great help to the man in the last row of a convention audience. And because each screen unit is covered by its own projector, the image is as sharp and clear on either end as it is in the center.

Basic physical equipment for panoramic filmstrips consists of three conjoined screen units, three automatic projectors, sound reproducing unit and loud speakers. Most commonly used screen area is 7½ feet by 30 feet, but larger or smaller spreads are available. Projectors are controlled by a single push button when the program is voiced by a live speaker. Or sound and operating impulse may be recorded on either disk or tape. This equipment is amazingly light, compact and easy to operate. All of it packs into an automobile trunk, can be carried by a couple of porters, set up in an hour by one man and operated by one man.

Training Films reports that production costs of panoramic filmstrips are nominal—seldom over three times the cost of single-screen filmstrips and well under the cost of conventional motion pictures of comparable length and content. Producers who specialize in this medium have no projection equipment available for rental and will train the client's personnel to operate it, or will include operation and staging in the production package. **The End**



PHYSICAL SETUP for panoramic projection eliminates distortion of images on outer edges. Projectors can be operated manually or automatically from a single position.

ONE OF TWO TRAILERS to demonstrate all-electric living at state, county and local fairs for Hotpoint Co. Trailer is self-sustaining and requires only one man to maintain it.

Four Reasons for Exhibiting at Fairs

Hotpoint sends exhibit trailer on 10,000-mile tour through 15 states to display products at fairs. Success of exposure to quarter-million fair-goers prompts building of second trailer. Program gets sales leads for participating dealers.

BY C. W. MEADE
Manager, Exhibits and Displays, Hotpoint Co.

Exhibits at state, county and local fairs have been an important part of the Hotpoint Co. merchandising program for the past four years. The confidence we have in exhibiting at these fairs is based on several factors:

1. Response by our dealers and distributors to our type of exhibit.
2. Increased public exposure to all-electric living in dealer and distributor areas.
3. Increased local dealer identification with the brand name product he sells.
4. Increased sales leads and potential sales leads for dealers who participate in the program.

During 1953 we covered some 10,000 miles and visited 15 states. Our 12 major appliances were viewed by more than 250,000 people. At a fair in Iowa, more than 11,000 people visited our exhibit in 14 days.

We have an exhibit that is versatile and completely self-sustaining. This permits us to exhibit in one town after another, day after day. The exhibit requires one person to travel with it. Local dealers or distributors are asked to help man the exhibit when needed.

In 1950, Hotpoint representatives and engineers from a large midwestern trailer manufacturer, designed a mobile trailer which incorporates an all-electric kitchen and home laundry. The kitchen has a refrigerator, electric range, home freezer, dishwasher and food waste disposer. The home laundry contains a washer, dryer, ironer and electric water heater. Space is also provided for a room air conditioner and dehumidifier.

Unlike other exhibits at fairs, we do not have ropes or cordons blocking off people who want to examine our exhibit. The trailer is always open to visitors. We believe that if a housewife sees our products in use and is allowed to push a button or turn a knob, she becomes more closely associated with the appliance.

To give visitors explanations of how appliances can best serve them in their daily needs, the driver of the exhibit is specially trained. Every January, when the trailer comes back to Chicago for installation of new appliances, redecorating and overhauling, the driver is sent to the company product specialists for several weeks of training. In addition, he spends several days with the company's Home Institute experts, brushing up on the latest use-value features of the new appliances. In this way, we keep everything — driver, trailer and public—up to date on what's new in all-electric living.

We asked that distributor salesmen or distributor home economists accompany the driver while he is in their territory. In this way a more effective method of appliance demonstrations and sales presentations can be obtained.

To induce the flow of visitor traffic, an exhibitor, we find, should have an incentive prize to offer visitors. We often have a drawing for a small counter appliance such as a toaster or waffle iron. The visitor fills out a card with her name and address, stating what appliance she's interested in, and deposits the stub into a box. The winner is announced a few days later. Names of the people who have participated in the drawing are passed onto the local dealer. He keeps these names for his prospect list.

Proper identification of the exhibit helps people find where you're located. Local newspaper ads should precede the exhibit to give time, locations and other facts. Don't be afraid

DISCOVER

New Selling Tools

SALES AIDS SHOW

May 10, 11, 12, 1954

Grand Ballroom and Adjacent Ballrooms

HOTEL BILTMORE

New York City

Request Guest Tickets or Exhibitor's Color Brochure on company letterhead.

Thomas B. Noble, Chairman

ADVERTISING TRADES INSTITUTE, Inc.
270 Park Avenue, New York 17
MUrray Hill 8-0091

Next Advertising Essentials Show
Nov. 15, 16, 17, Hotel Biltmore, New York

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Athletic teams . . . or SALES TEAMS . . . score on *collective* effort! Worn by EVERYONE at your campaign kick-off, with your trademark, product, or slogan colorfully reproduced, Adver-TIES will unify your sales team!

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DEPT. SM
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to use a large sign with your company's name printed across it. This is especially true if you have a brand name, such as we do. Use of our brand name immediately stamps an identifying tag in the minds of those who pass our exhibit.

Select a good location for your exhibit. It is especially important. This does not present too much of a problem for us because we are a mobile unit. Keep in mind the flow of traffic.

Keep the exhibit manned. Many times, just when a prospective customer is interested in seeing what you have to offer, the booth attendant is away. In the case of a trailer exhibit, if the driver has no help, he stays with the exhibit all the time. (Mealtime presents no problem since he has a food freezer, refrigerator and an electric range.)

Besides exhibiting at state, local or county fairs, we also exhibit our trailer in front of dealers' stores and utility companies. One dealer in a small town had the trailer in front of his store for just one day. The town's population was 150. In just eight hours that dealer drew more than 600 people—five times the town's population. Needless to say the dealer profited by this attention.

Dealers and distributors pay a nominal fee for the trailer either on a per day or weekly basis.

During 1954, we shall put on the road another exhibit trailer, currently being built. This will give Hotpoint two full-time trailers operating across the United States. We expect to cover more states, fairs, dealers and utilities. We know that they will be kept busy. **The End**

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JUNE

1-4	Chicago, NSE Convention

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Send for his schedule so you can have your salesmen attend his clinics sponsored by SEC Clubs across the country.

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But why MEN over 45?

Our doctors still don't know *why*, but if you are a man over 45 you are six times as likely to develop lung cancer as a man of your age twenty years ago. They *do* know, however, that their chances of saving your life could be about *ten times* greater if they could only detect cancer long before you yourself notice any symptom. (Only 1 in every 20 lung cancers is being cured today, largely because most cases progress too far before detected.)

That's why we urge that you make a habit of having your chest X-rayed every six months, no matter how well you may *feel*. The alarming increase of lung cancer in men over 45 more than justifies such precautions. Far too many men die *needlessly!*

Our new film "The Warning Shadow" will tell you what every man should know about lung cancer. To find where and when you can see this film, and to get life-saving facts about other forms of cancer, phone the American Cancer Society office nearest you or simply write to "Cancer"—in care of your local Post Office.

American Cancer Society

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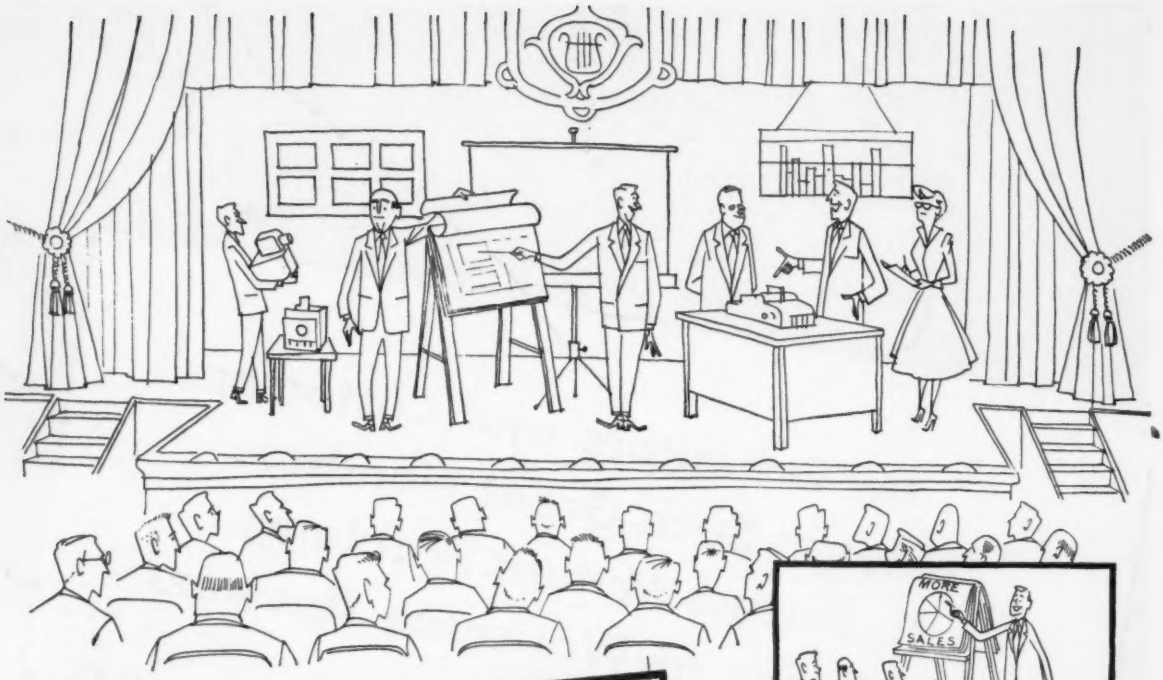

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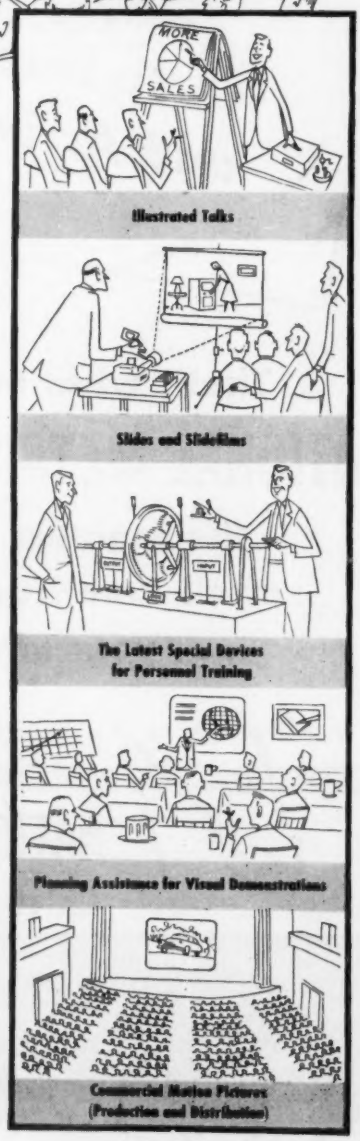

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